



TransUnion 

Younger Consumers, Fraud Risks and Expectations of Telecommunications

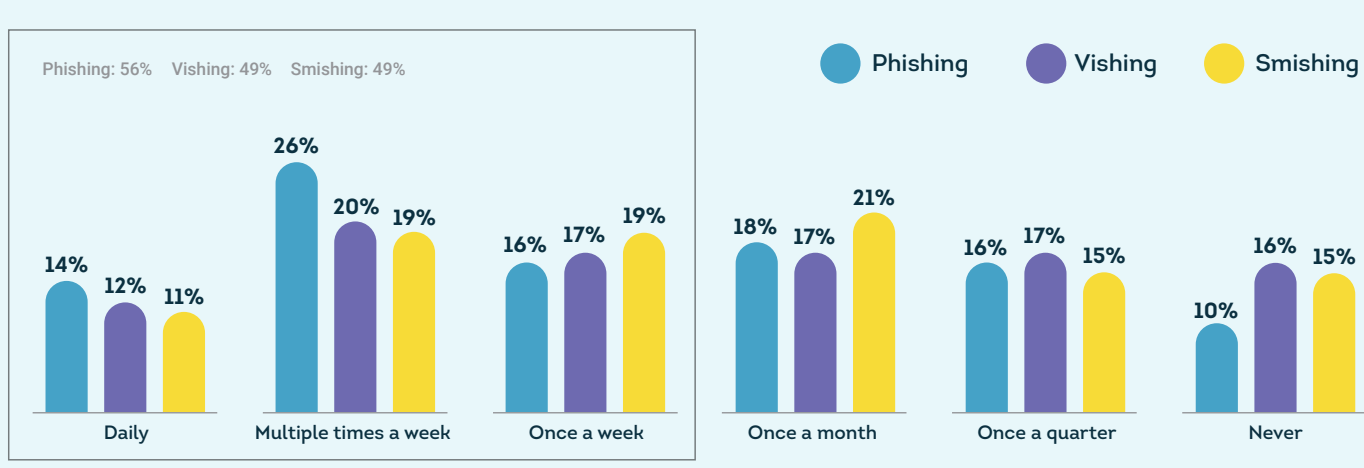


We surveyed Gen Z and Millennial consumers regarding the fraud, identity and cyber risks they face, and the role they see the telecommunications industry playing in their digital safety and security.

Here's a quick overview of some key insights.

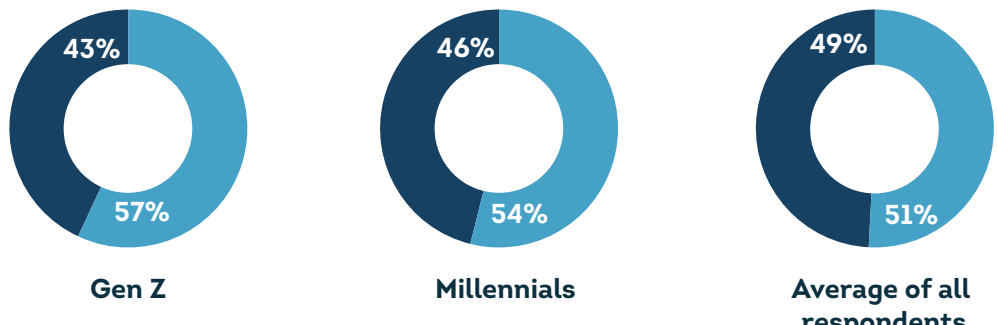
The majority of consumers face scam threats on their mobile phones at least once a week – often more frequently

How often have you been targeted while using your mobile phone over the last three months?



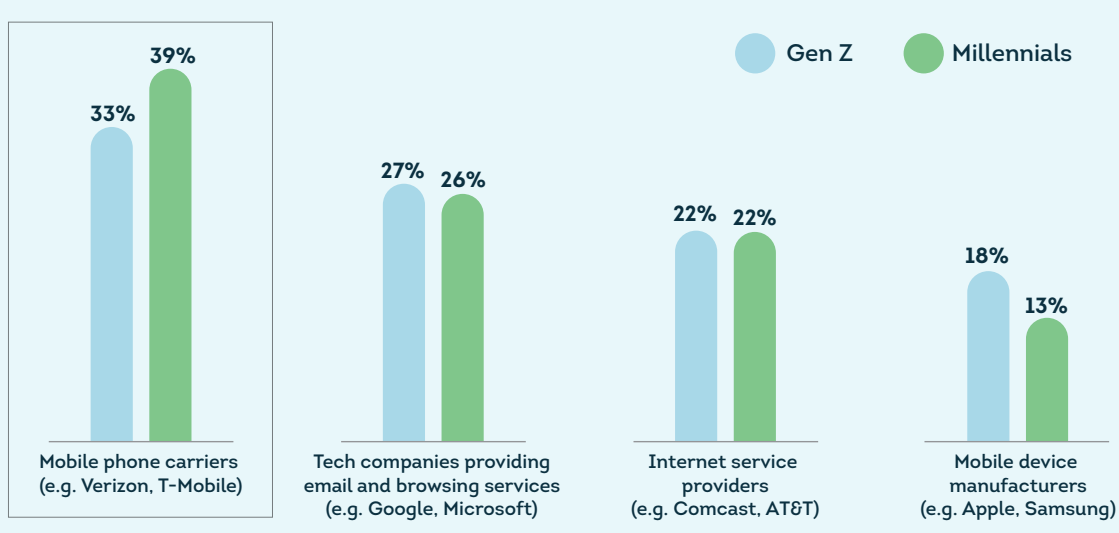
Interestingly, younger consumers experienced fraud attempts more frequently than other age groups

- I have been targeted by a fraud scheme
- I am not aware of any fraud schemes targeted at me



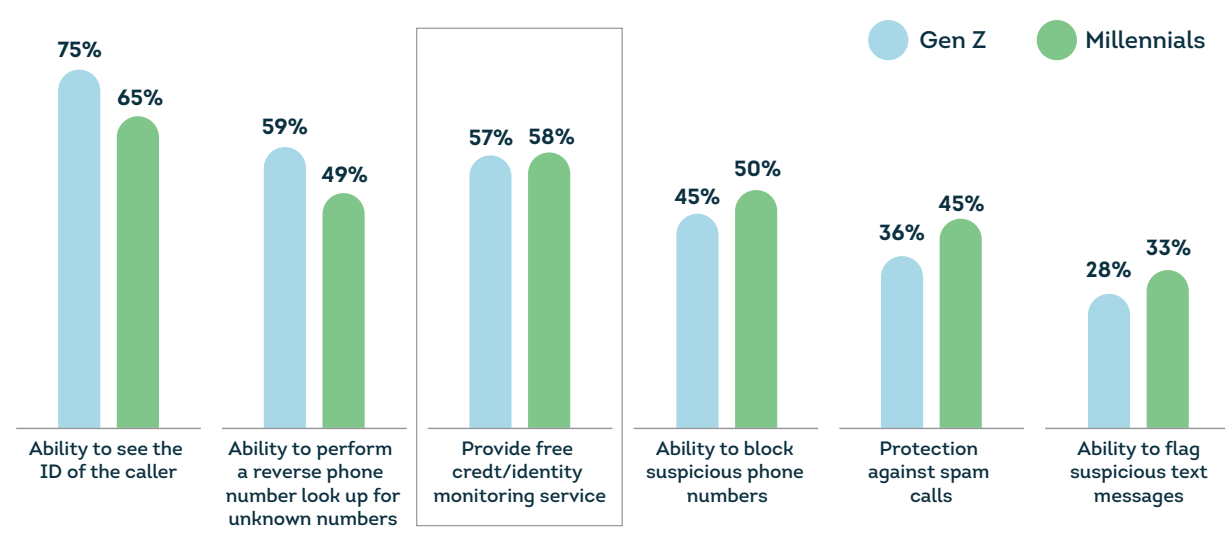
The younger cohorts expect their mobile carriers to help protect them against such attacks more than any other service provider

Which service provider do you feel is most responsible for helping protect against fraud on your mobile device?



Among the top services these tech-savvy digital natives want from their mobile carriers are credit and identity monitoring services

What are the top three fraud prevention services you would like to see provided by your mobile service provider?



As the rate of fraud and cybercrime targeting mobile users continues to climb, younger consumers will increasingly look for mobile providers that actively protect them. Including credit and identity monitoring is quickly becoming table stakes.

Source: TransUnion Telecommunications Survey 2023. This online survey of 1,500 adults was conducted in September 2023 by TransUnion in partnership with third-party research provider, Dynata. Survey participants included adults 18 years of age and older residing in the United States. Participants were surveyed using an online research panel method across a combination of desktop, mobile and tablet devices. Survey questions were administered in English. To ensure general population sample representativeness across United States resident demographics, the survey targeted respondents in line with the census statistics on the dimensions of age, gender, and household income. Generations are defined as follows: Gen Z, born 1995–2005; Millennials, born 1980–1994; Gen X, born 1965–1979; Baby Boomers, born 1945–1964. These research results are unweighted and statistically significant at a 95% confidence level within ±3 percentage points based on calculated error margin. Please note some chart percentages may not add up to 100% due to rounding or multiple answers being accepted.

For more details about how today's consumers view the fraud, identity and cyber risks they face – and what that means for the telecommunications industry – read our [2023 Telecommunications Consumer Report](#).

To learn about our credit and monitoring solutions, visit transunion.com/truempower.

