MEDIA FACT SHEET

McAfee's AI Voice Scam Survey

Key Findings

Online voice communications on the rise in the India

- 86% of adults share their voice data online or in recorded notes at least once per week, while 78% do so up to 10 times per week.

AI Technology cloning voices is a new powerful tool for cybercriminals

- It only takes three seconds of audio to clone a person's voice.
- 69% of adults are not confident that they could identify a cloned version of a voice from the real thing.

Cybercriminals use personal relationships and distress to ensnare victims

- 66% of India's respondents said they would reply to a voicemail or voice note purporting to be from a friend or loved one in need of money, particularly if they thought the request had come from their partner or spouse (34%), mother (29%), or child (12%).
- Cloned messages most likely to elicit a response were those claiming that the sender had been involved in a car incident (69%), been robbed (70%), lost their phone or wallet (65%), or needed help while traveling abroad (62%).

How to protect yourself from AI voice cloning

- **Set a verbal codeword** – You should share a codeword with children, family members, or trusted close friends that only you all could know. Remember to always ask for it if you or they call, text, or email to ask for help, particularly if the family member is older or more vulnerable.
- **Always question the source** – If it's a call, text, or email from an unknown sender, or even if it's from a number you recognize, stop, pause, and think. Does that really sound like them? Hang up and call the person directly or try to verify the information before responding.
- **Think before you click and share** – Who is in your social media network? Do you really know and trust them? Be thoughtful about the friends and connections you have online. The wider your connections, the more risk you may be opening yourself up to when sharing content about yourself.
- **Identity theft protection services** - This helps make sure your personally identifiable information is not accessible or can notify you if your info makes it to the Dark Web. Take control of your personal data to avoid a cybercriminal being able to pose as you.

Survey methodology

The artificial intelligence survey was conducted by MSI Research via an online questionnaire between April 13 and April 19, 2023 among a sample of 7,054 adults aged 18 and over from seven countries. The sample size and date the survey was completed per country is as follows: 1,009 respondents in the US; 1,009 respondents in the UK; 1,007 respondents in France; 1,007 respondents in Germany; 1,004 respondents in Japan; 1,008 respondents in Australia; 1,010 respondents in India.

To access the full survey data, including results broken down by country, please visit:

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