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## **PRESS RELEASE**

FOR IMMEDIATE RELEASE:  
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### **Internet Users at Risk from Phishing Crime Epidemic**

**New survey shows most people unaware of Phishing Scams, ”  
despite being targeted.**

Durham, NH, 11 October 2005 A recently released survey by Demopoulos Associates finds that less than one-third of Internet users have any idea what phishing is, and less than four percent have changed their online habits, despite most users being the target of numerous phishing scam attacks.

Phishing scams are criminal attempts to steal users' personal information by masquerading as a trustworthy business, such as a bank or auction site, in emails or other electronic communications. Any personal data captured is used for identity theft, credit card fraud, and other crimes.

Phishing has reached epidemic proportions, and the FBI has called phishing the hottest, and most troubling, new scam on the Internet. Many users receive phishing emails weekly or even daily.

Ted Demopoulos, who conducted the survey, interviewed 110 people between August 15 and Sept 30, and is shocked at the lack of familiarity with this Internet scam. It's not surprising that there is such a wave of phishing attacks today. It must be quite profitable for criminals since most Internet users are blissfully unaware. He added, "I've received three phishing emails today already, and it's not even 10AM."

The full survey results are available at [www.demop.com](http://www.demop.com)

*Demopoulos Associates is a consulting and training company that helps companies profit from the intersection of technology and business. Security is a core competency of Demopoulos Associates. More information is available at [www.demop.com](http://www.demop.com)*

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