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By:

[Americans Are Scared of Phishing](#)

Gartner saysThe Gartner logo is a blue square with the word "Gartner" in white, sans-serif font.

Internet surfers are losing their trust in e-commerce due to the numerous security breaches and phishing type attacks. This is the conclusion of study carried out by Gartner on 5,000 Americans. In the twelve months ending in May 2005, an estimated 73 million U.S. adults who use the Internet said they definitely, or think, they received an average of more than 50 phishing e-mails in the past year. The number of consumers receiving phishing attack e-mails increased 28 percent in the 12 months ended in May 2005 compared with 12 months ended in April 2004, according to the Gartner data. In last year's survey, an estimated 57 million U.S. adults reported that they definitely, or think, they received a phishing attack email. In both surveys, 5,000 participants were selected to match demographic characteristics of the U.S. online population. 2.4 million online consumers report losing money directly because of the phishing attacks. Of these, approximately 1.2 million consumers lost \$929 million during the year preceding the survey. Survey participants indicated most of the money stolen was repaid by banks and credit cards. Gartner analysts said most online consumers do not open e-mail from companies or individuals they do not know from prior experience. Three of every four online shoppers said they are more cautious about where they buy goods online, and one of three report buying fewer items than they otherwise would because of security concerns.