

# UNEXPECTED TRENDS DURING UNEXPECTED TIMES

Breaking news events, such as natural disasters, violence or transport tragedy give fraudsters the opportunity to pivot for phishing attacks. It's no different during this pandemic: Barracuda Networks have been monitoring the number of COVID-19 phishing attacks since the beginning of the year, and they have observed a recent spike in this type of attack, up 667-percent since the end of February<sup>1</sup>.

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## FRAUD ATTACKS

There has been an increase in the number of smishing attacks (attacks via SMS). Included here is an example from Australia of an SMS letting the innocent party believe they can find their local testing facility whilst in the UK people are receiving SMS' about refunds or payments of goodwill from the tax authority or the Govt<sup>2</sup>.

**Australian Cyber Security Centre** @CyberGovAU • Mar 16  
 Watch out for scam texts claiming to be Australian Government advice on COVID-19 testing, which are aimed at stealing your bank details. Read more: [staysmartonline.gov.au/alert-service/](http://staysmartonline.gov.au/alert-service/)

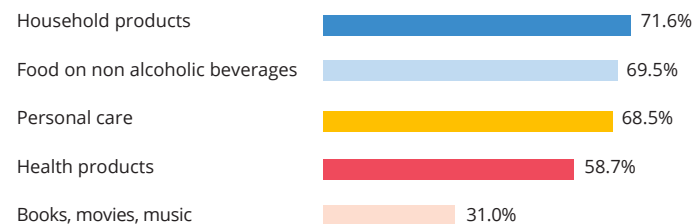


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## EMERGING SHOPPING TRENDS

In the weeks since the U.S. confirmed its first case of COVID-19, consumer habits have been shifting. Medical masks, hand sanitizer, gloves and toilet paper have flown off shelves in the U.S., as more people began to look to protect themselves and prepare for long stints isolated in their homes. But, those aren't the only items that consumers are spending money on in stores and online. In addition to supplies, such as cold medicine, thermometers and tissues, canned goods and bottled water, people have begun spending more money for entertainment<sup>3</sup>.

### Consumers expect to buy online (top 5)



*A recent study by Coresight Research, found these to be the top 5 products that consumers expected to buy*

1. <https://blog.barracuda.com/2020/03/26/threat-spotlight-coronavirus-related-phishing/>

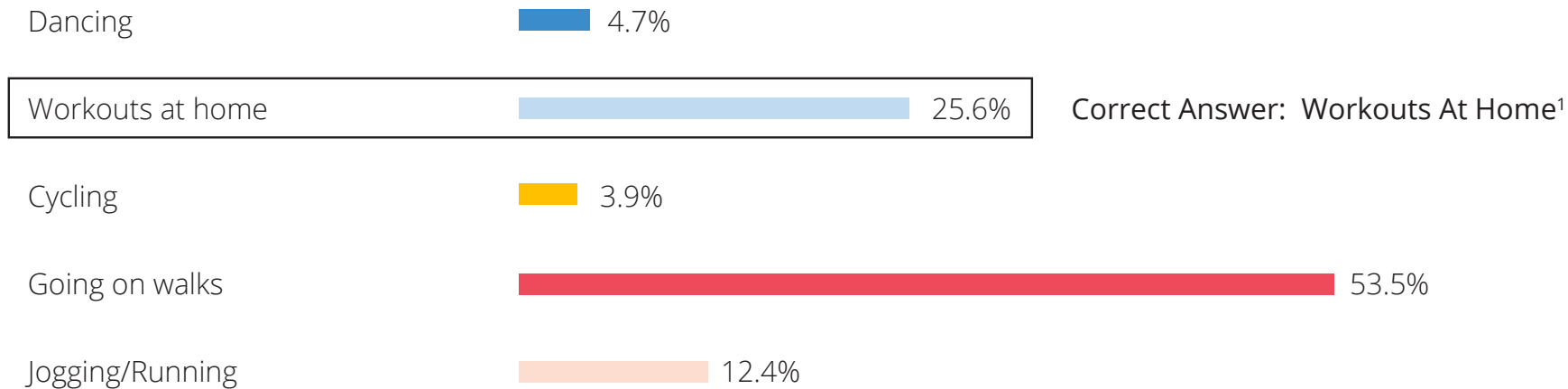
2. <https://www.staysmartonline.gov.au/alert-service/covid-19-scsm-messages-targeting-australians>

3. Quoted from <https://www.cnbc.com/2020/03/23/what-people-are-buying-during-the-coronavirus-outbreak-and-why.html>

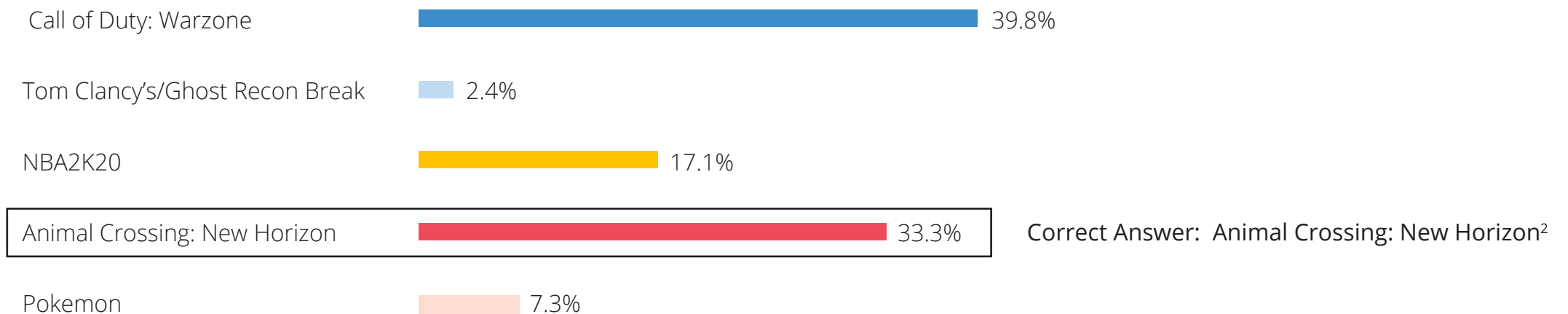
## WEBINAR AUDIENCE POLLS

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### What is the most popular exercise/keep-fit activity during this outbreak?



### Whats been the most popular game console to be sold the week of 30th March 2020?



1. Workouts at home <https://blog.globalwebindex.com/trends/coronavirus-insights-second-wave-multi-national-study/>  
2. Animal Crossing: New Horizon - <https://www.gamesindustry.biz/articles/2020-04-07-animal-crossing-new-horizons-sales-top-2-6m-in-japan>  
Results based on anonymized polls conducted during Accertify webinar 16. April 2020. Information relevant at date of Poll