

# Peddling For Profit

How Website Retailers Enable Bad Actors to Become the Master of Illicit Domains



June 2022

A complex background featuring binary code (0s and 1s), various data tables with columns like 'DAT', 'BID', and 'AN', and a 'LOADING 100%' indicator. The overall aesthetic is digital and technical.

# OBJECTIVES & METHODOLOGY

## Our goals

- Gauge levels of support for Know Your Business Customer proposals

## Our tools

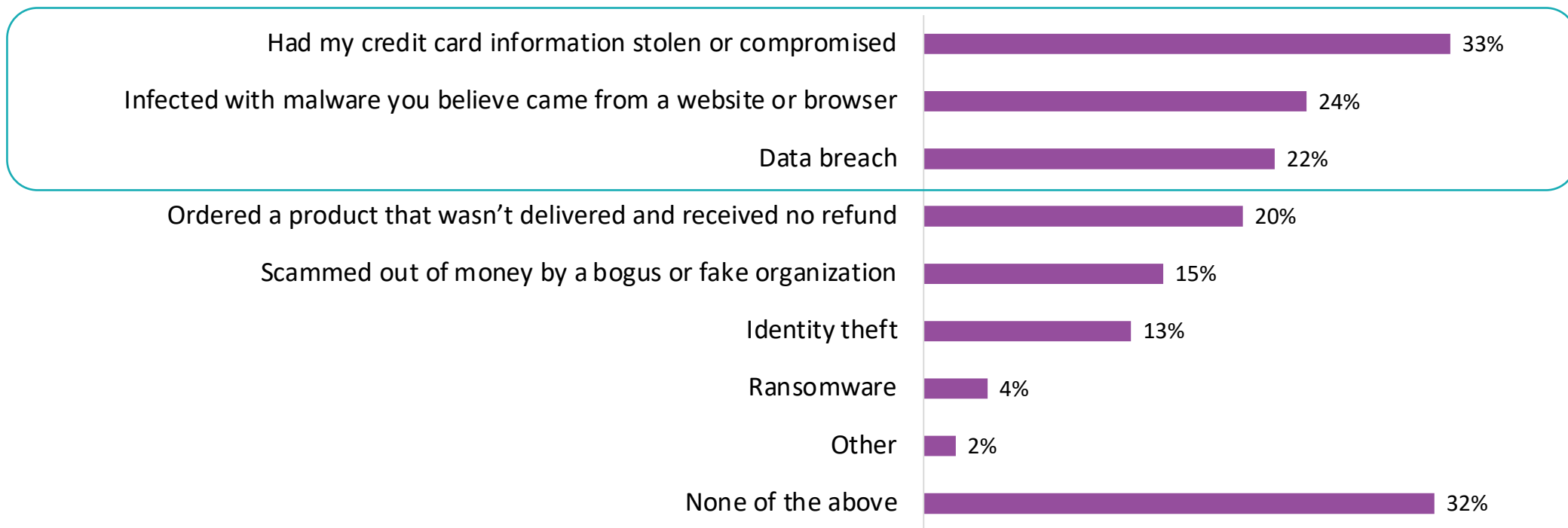
- An online survey among 1,000 general population adults, conducted from March 1<sup>st</sup> to 7<sup>th</sup>, 2022
- MOE: +/- 3.81
- Fielded by YouGov
- Note: Due to rounding, some numbers may not add up to 100.

## Information about YouGov

YouGov interviewed 1325 respondents who were then matched down to a sample of 1000 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The frame was constructed by stratified sampling from the full 2019 American Community Survey (ACS) 1-year sample with selection within strata by weighted sampling with replacements (using the person weights on the public use file).

# Many Americans report being the victim of online crimes or harms.

## Victims of online crimes:



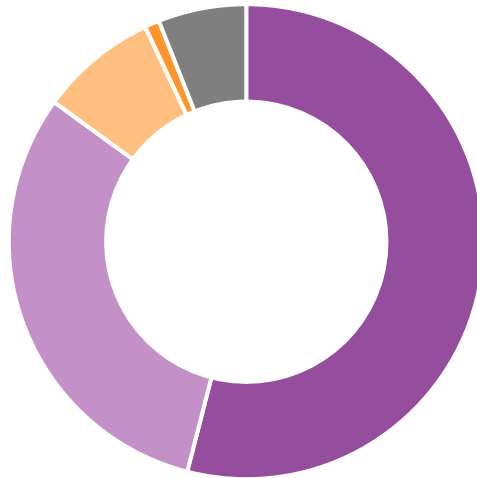
Q18. Have you ever been the victim of the following online crimes, scams or issues? Please select all that apply.

# Eight-in-ten Americans are concerned about criminals using fake IDs to sign up for online services.

How concerned, if at all, does this make you?

**84%** of Americans are concerned about criminals using fake IDs to sign up for online services

Very serious: **54%**  
Somewhat serious: **31%**  
Not too serious: **8%**  
Not serious at all: **1%**  
Not sure: **6%**



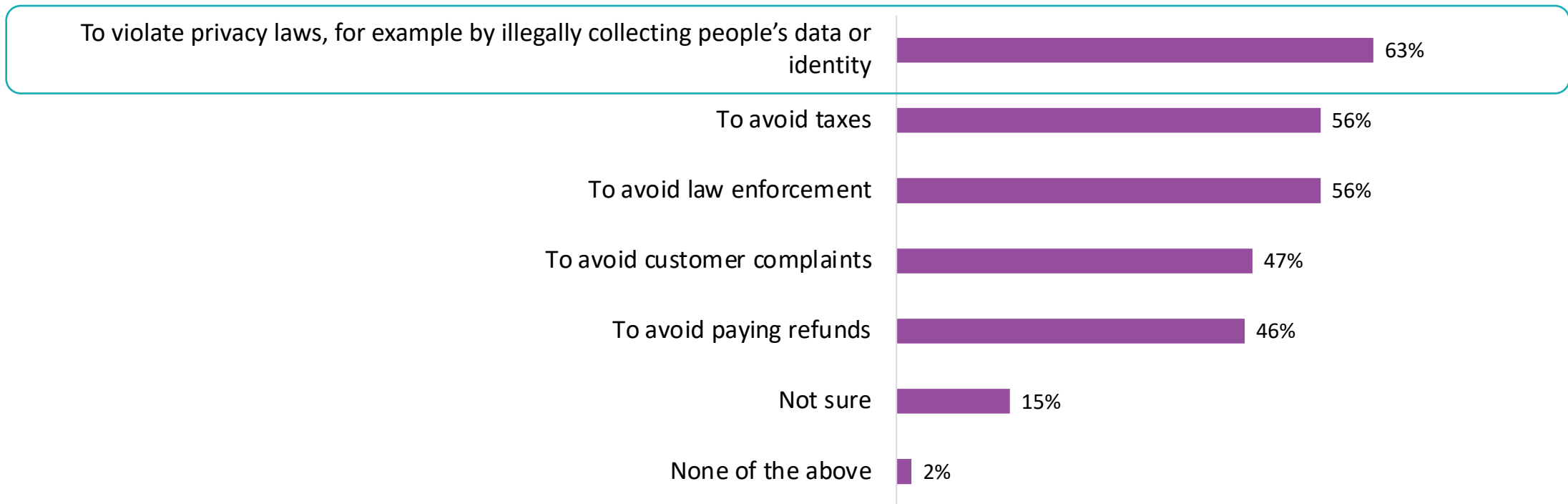
Those more likely to be concerned:

- Those aged 65+ (94%) and 45-64 (93%)
- Black Americans (90%)
- Mid-income Americans earning \$50k-\$100k (90%)
- Women (88%)



# Americans are most likely to assume criminals hide who they are online to illegally collect people's data or ID.

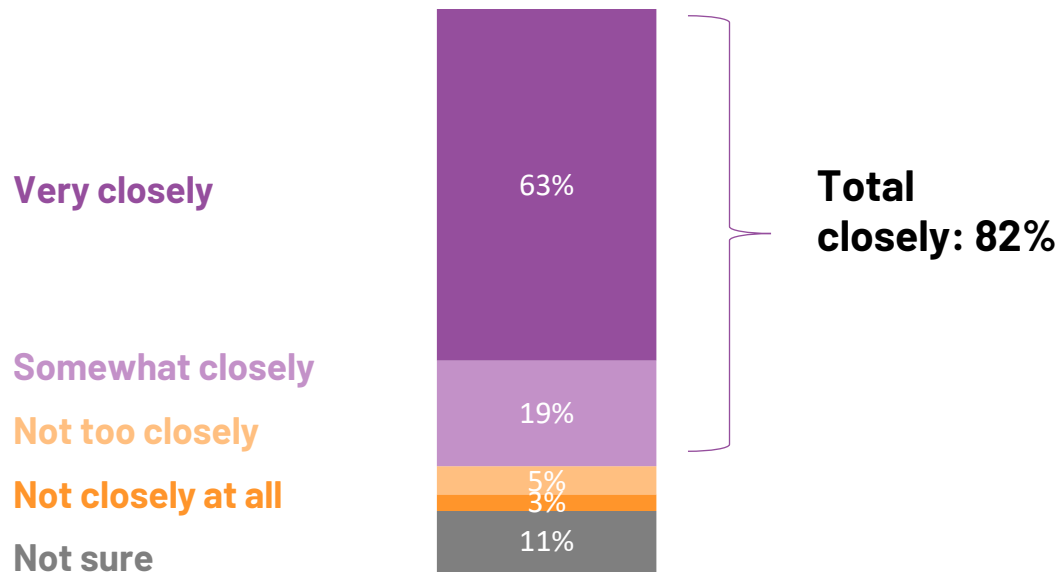
Reasons why criminals would hide their identity online:



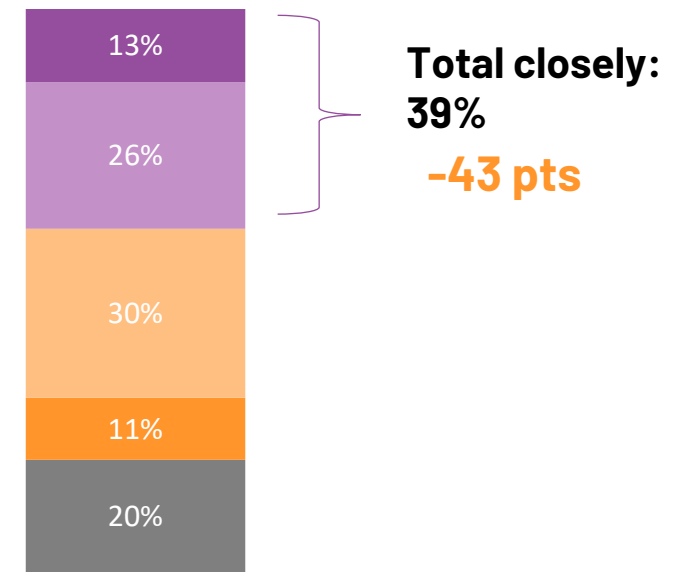
Q11. Some online businesses try to hide their identity online. Based on what you know, why do you think they would do that? Please select all that apply.

# A large majority believe tech companies should check and verify the identity of their customers, but only four in ten think tech companies actually do this.

And how closely **should** tech companies check and verify the identity of their business customers?



How closely do you think tech companies **are checking and verifying** the identity of their business customers?



Q8. How closely, if at all, do you think these technology companies check and verify the identity of their business customers?

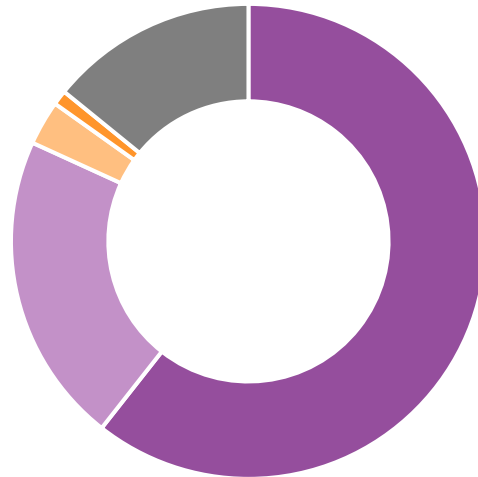
Q9. And how closely SHOULD technology companies that provide services to online business websites check and verify the identity of their customers?

# Eight-in-ten Americans support KYBC proposals to ensure tech companies check and verify their customers' identities.

Based on what you know, do you support or oppose requiring companies to check and verify the identity of foreign business websites?

**82%** of Americans support KYBC proposals

Strongly support: **60%**  
Somewhat support: **21%**  
Somewhat oppose: **3%**  
Strongly oppose: **1%**  
Not sure: **14%**

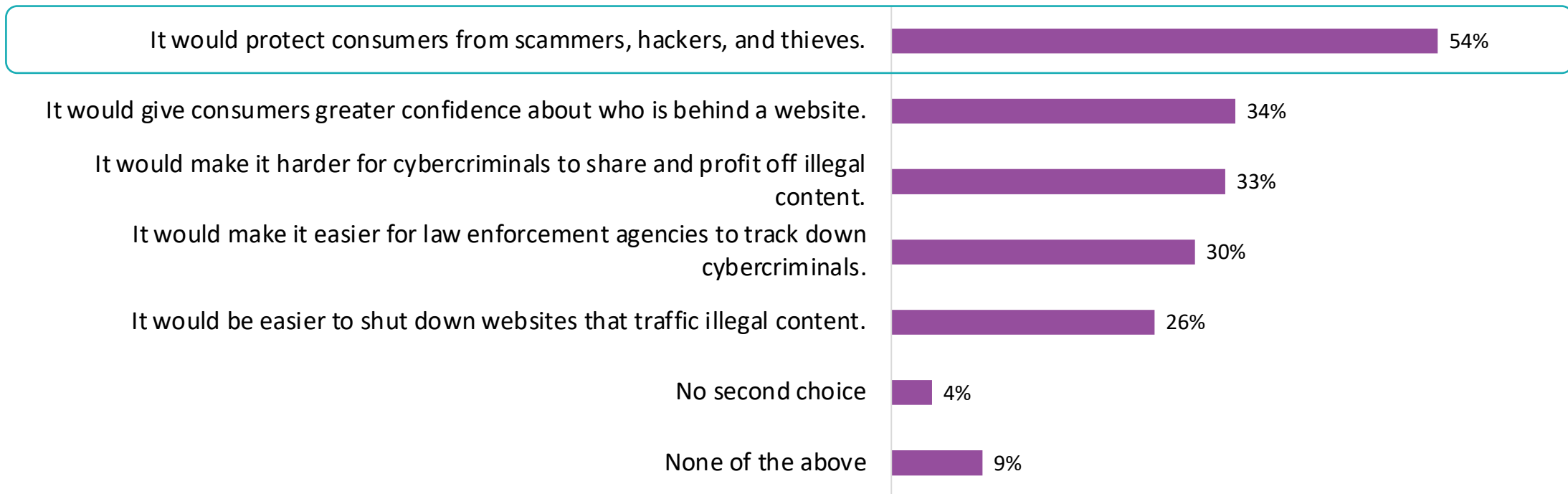


“KYBC” description:

As you may know, proposals have been put forward to require companies that provide tech services to check and verify the identity of any foreign website they are selling to. This would only apply to the companies providing tech services to foreign websites, not to consumers setting up blogs or other personal websites.

# Protecting consumers from scammers and thieves is seen as the biggest benefit of KYBC proposals.

## Top two benefits for online activity:



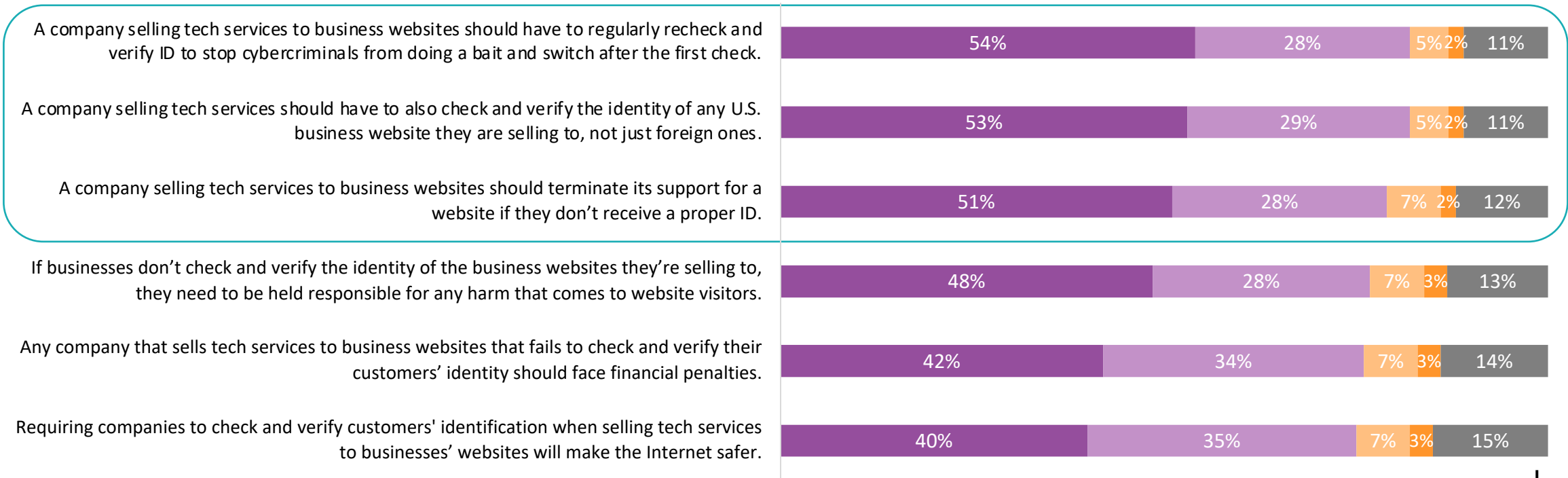
Q13. Suppose companies that provide services to online businesses were required to check and verify the identity of business websites they're selling to. What would be the TWO biggest benefits for online activity? Please select your top two choices.



# Majority of Americans support KYBC applying to U.S. business customers, regular ID checks and terminating support for a website if it fails an ID check.

## Agree with the following:

Strongly agree    Somewhat agree    Somewhat disagree    Strongly disagree    Not sure



Q12. Below is a statement about commercial and business websites. As a reminder these are websites run by organizations, businesses or companies, not individual consumers. How much do you agree or disagree with the following?

# Six-in-ten believe financial institutions show checking and verifying ID is practical and effective.

Which of the following do you tend to agree with more:

59%

Banks and financial institutions have **shown it's practical and effective** to check and verify IDs before giving customers an account.

41%

Cybercriminals will quickly **game the system** and provide fake IDs to get around the checks.