

Slide 1

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Survey Data Report on:

**IDENTITY THEFT  
CONCERNS AND EXPERIENCES**

prepared for

 Australian Government  
Attorney-General's Department

MAY 2011  
JOB NO. 11/04/1399

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Slide 2

**Contents**

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	Page Number
➤ ABOUT THIS STUDY	3
➤ METHODOLOGY	4
➤ TABULAR RESULTS	5
1. Level of Concern about Identity Theft	6
2. Incident of Identity Theft of Misuse	7
3. Type of Identity Theft of Misuse Experienced	8
4. Ways in Which Identity Information is Inappropriately Used	10
5. Sources of Assistance Provided to Recover Stolen Identity Information	12
6. Expectations of Identity Theft Risk in the Next Year	14
➤ SAMPLE DETAILS	15
➤ QUESTIONNAIRE	20

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Slide 3

## About This Study

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➤ This document contains the results of questions included for the Attorney Generals Department in our Online Omnibus Survey No. 11, details of which are shown below:

<b>Method:</b>	Online survey.
<b>Respondents:</b>	A sample of people aged 18+ who use the internet
<b>Sample Size:</b>	1,200 across the mainland states
<b>Source:</b>	Online research panel – MyOpinions Australia
<b>Internet Penetration in Australia:</b>	80.1% (as at August 2009). Source: AC Neilsen.
<b>Metro / Rural Split:</b>	68 : 32 (815 metro / 385 non-metro).
<b>Male / Female Split:</b>	50 : 50.
<b>Weighting:</b>	To Census population statistics by age/gender/area.
<b>Field Dates:</b>	9 May – 13 May, 2011.

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## Methodology

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➤ The top table (shown opposite) outlines the sample sizes sought in each state.

➤ Furthermore, ten demographics and classification variables are collected (as shown in the bottom table).

➤ The questions included by the Attorney Generals Department in this omnibus survey are shown at the top of each table in the tabular results section which follows.

➤ The results pertaining to the question asked have been provided in tabular format (no interpretative commentary is provided) for the total sample with cross-tabulations included by gender, age and location.

- Details about our sample are also provided.

➤ In the Good Weekend magazine included with The Age on 30<sup>th</sup> April 2011 it was quoted that an estimated 4.4 million Australians were affected by Identity theft in the year to April 2009, which had an estimated cost of \$3.5 billion. (Statistic provided by John S. Croucher).

➤ In The Age on May 18, 2011 on page 5 an article quoted Victoria Police figures for 'victims of ID fraud' of 499,500 including 383,300 credit card fraud and 124,000 identity theft victims.

	Total	Metro	Rural
New South Wales	350	240	110
Victoria	300	200	100
Queensland	200	135	65
South Australia	175	120	55
West Australia	175	120	55
<b>TOTAL</b>	<b>1,200</b>	<b>815</b>	<b>385</b>

Demographic Variables	
Gender	Education
Age	Household size
Work Status	Household income
Occupation	Home ownership
Marital status / Lifecycle stage	NESB / ATSI background
Country of Birth	State

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# Tabular Results

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Attorney-General's Department

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## 1. Level of Concern about Identity Theft

Q1 Firstly, is the issue of **identity theft and misuse** something that causes you...?

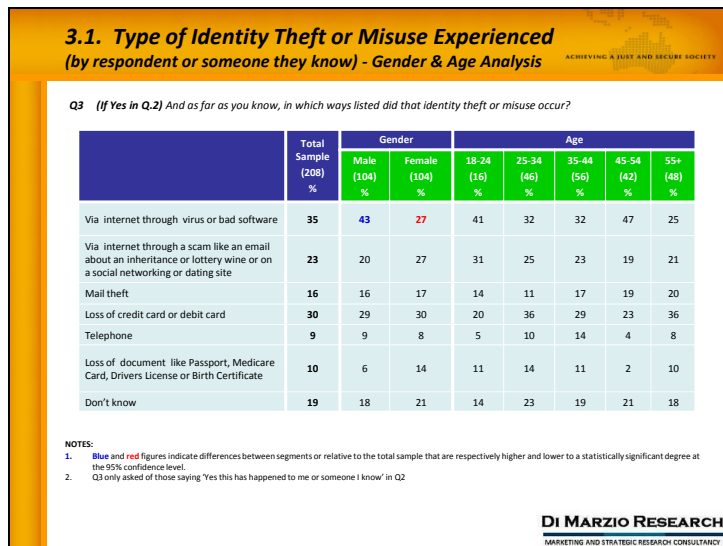
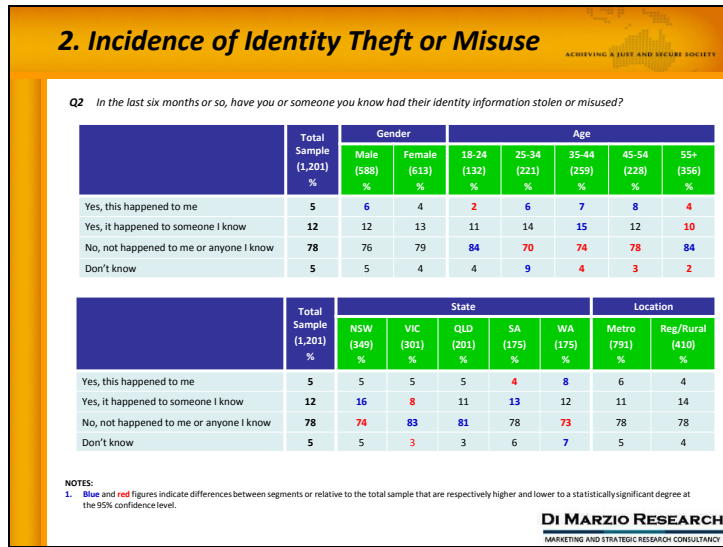
	Total Sample (1,201) %	Gender		Age				
		Male (588) %	Female (613) %	18-24 (132) %	25-34 (221) %	35-44 (259) %	45-54 (228) %	55+ (356) %
A lot of concern	46	49	43	27	43	52	51	52
Some concern	46	43	49	57	47	42	44	44
Little or no real concern	7	6	8	15	7	5	4	4
Don't know	2	2	1	1	3	1	1	0

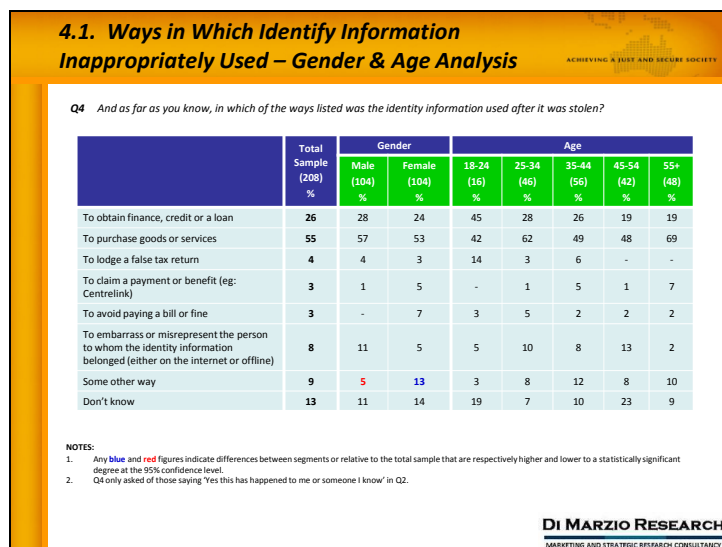
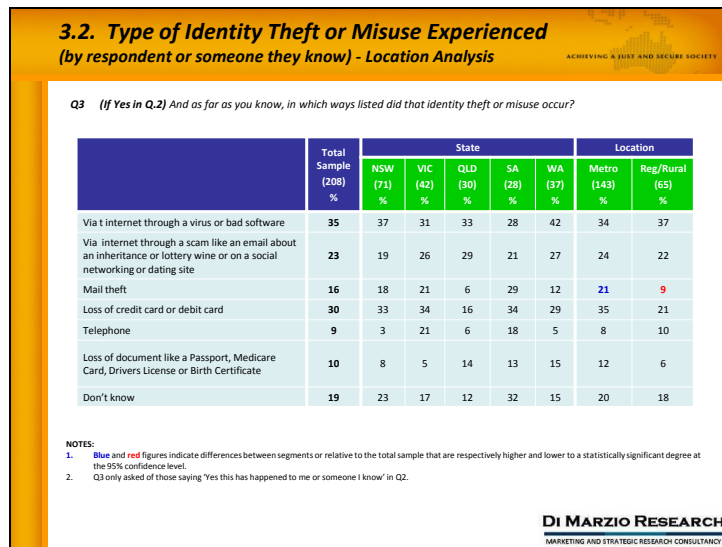
  

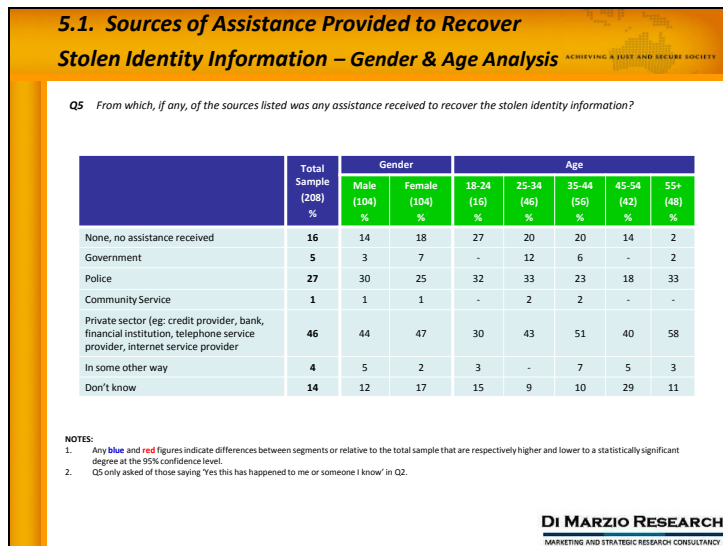
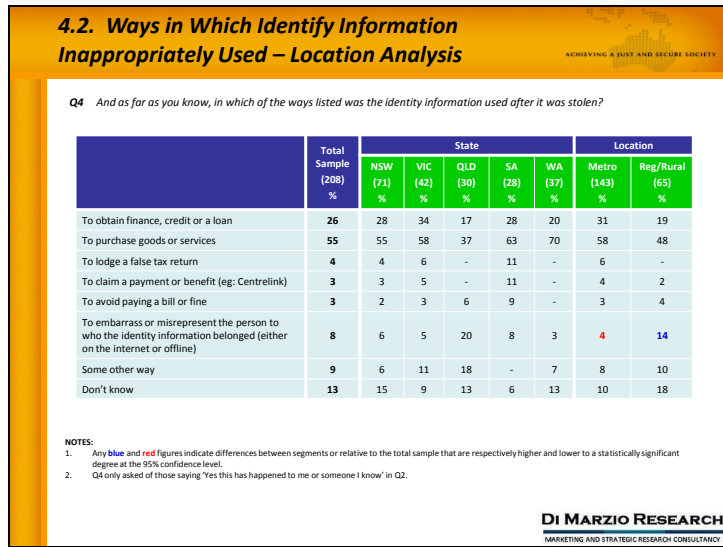
	Total Sample (1,201) %	State					Location	
		NSW (349) %	VIC (301) %	QLD (201) %	SA (175) %	WA (175) %	Metro (791) %	Reg/Rural (410) %
A lot of concern	46	46	45	43	44	51	47	44
Some concern	46	46	45	49	47	42	45	48
Little or no real concern	7	6	9	6	6	4	6	7
Don't know	2	2	1	1	3	3	2	1

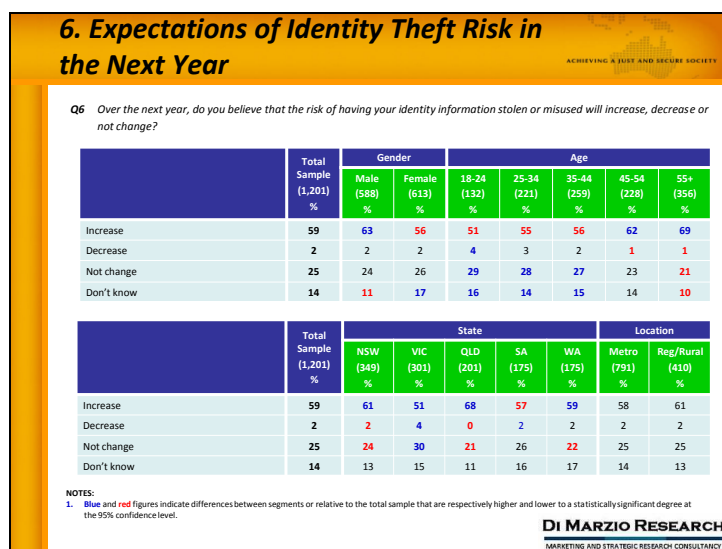
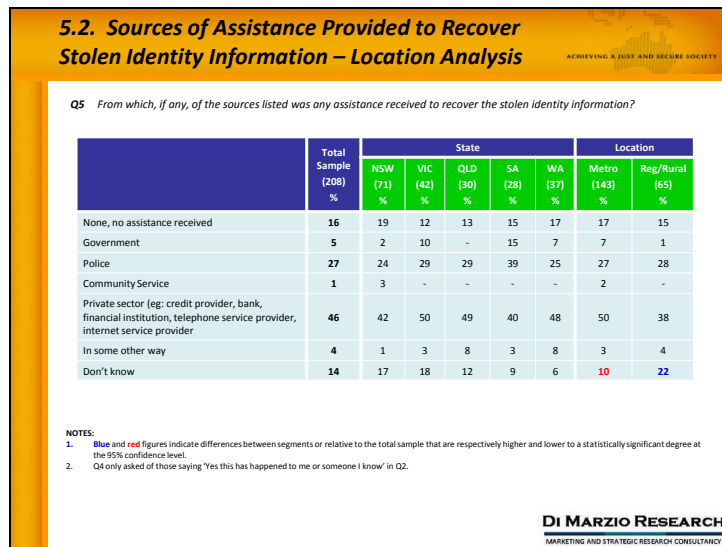
**NOTES:**  
1. Blue and red figures indicate differences between segments or relative to the total sample that are respectively higher and lower to a statistically significant degree at the 95% confidence level.

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Slide 15

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# Sample Details

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## Gender, Age, State & Location

Gender		Location	
	Total Sample (1,201) %		Total Sample (1,201) %
Male	49	Metropolitan	63
Female	51	Regional	29
		Rural	8

Age		State	
	Total Sample (1,201) %		Total Sample (1,201) %
18 – 24	17	New South Wales	36
25 – 34	20	Victoria	26
35 – 44	21	Queensland	20
45 – 54	19	South Australia	8
55 – 64	12	Western Australia	11
65 +	12		

**NOTES:**  
1. Any refusals not shown.

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### Marital Status, Work Status, Education & Occupation

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Marital Status		Education	
	Total Sample (1,201) %		Total Sample (1,201) %
Single, never married	26	Secondary incomplete	13
Couple, no children	14	Secondary completed	27
Couple, children at home	30	Trade qualification	11
Single parent, children at home	4	Vocational certificate	10
Couple, children left home	14	Tertiary qualification	37
Widowed/divorced/separated	11		

Work Status		Occupation (if working)	
	Total Sample (1,201) %		Total Sample (679) %
Self Employed	6	Upper/middle white collar	12
Work full-time	38	Lower white collar	65
Work part-time	16	Skilled blue collar	8
Retired on pension	13	Unskilled/semi-skilled blue collar	13
Self funded retiree	2	Full time student	0
Home duties	8		
Student	9		
Not employed	7		

NOTES:  
1. Any refusals not shown.

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Slide 18

### Household Income, Household Size & Home Ownership

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Household Income		Home Ownership	
	Total Sample (1,201) %		Total Sample (1,201) %
Under \$30,000 p.a.	16	Home owner	34
\$30,000 to \$50,000 p.a.	18	Currently buying	19
\$50,000 to \$75,000 p.a.	18	Currently renting	32
Over \$75,000 p.a.	31	Living with parents	11
Don't know	5	Other	3
Prefer not to say	13	Prefer not to say	2

Household Size	
	Total Sample (1,201) %
One	16
Two	34
3 - 4	39
5+	10

NOTES:  
1. Any refusals not shown.

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### NESB / ATSI Background & Country of Birth

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NESB / ATSI Background		Where Born	
	Total Sample (1,201) %		Total Sample (1,201) %
Yes, non English speaking (NESB)	16	Australia	72
Yes, Aboriginal/Torres Strait Islander (ATSI)	1	United Kingdom	9
No, neither	82	USA or Canada	1
Prefer not to say	1	New Zealand	2
		Asia	8
		Europe	4
		Africa	0
		The Middle East	1
		Elsewhere	2
		Prefer not to say	1

**NOTES:**  
1. Any refusals not shown.


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# Questionnaire

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# Questionnaire

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**AGD Identity Security**  
Online Census Questions - FINAL (19/4/11)

**NOTE:** This would be its own section on the Census  
The next set of questions is about **identity theft and misuse**

**Identity theft is defined as follows:**  
Identity theft or misuse can be taken to describe instances where a person uses a false identity to facilitate a crime, typically to gain money, goods, services, or to avoid obligations, through the use of a false identity.  
Source: Model Criminal Law Officers Committee and Australian Policing

**Q1** Firstly, is the issue of **identity theft and misuse** something that causes you ?

A lot of concern	1
Some concern	2
Little or no real concern	3
Don't know	D

**Q2** In the last six months or so, have you or someone you know had their identity information stolen or misused?

Q2 Yes, this happened to me	1
Q2 Yes, it happened to someone I know	2
Q2 No, not happened to me or anyone I know	3
Q2 Don't know	D

**IF YES IN Q1, ASK Q3-Q6, OTHERS GO TO Q6**

**Q3** And as far as you know, in which of the ways listed did that identity theft or misuse occur? (MULTIPLE RESPONSES ALLOWED)

Via the internet through a virus or bad software	1
Via the internet through a scam like an email about an inheritance or lottery win or on a social networking or dating site	2
Mail theft	3
Loss of a credit card or debit card	4
Telephone	5
Loss of a document such as a Passport, Medicare Card, Drivers License or Birth Certificate	6
Some other way (please specify)	7
Don't Know	D

**Q4** And as far as you know, in which of the ways listed was the identity information used after it was stolen? (MULTIPLE RESPONSES ALLOWED)

To obtain finance, credit or a loan	1
To purchase goods or services	2
To lodge a false tax return	3
To claim a payment or benefit (e.g. Centrelink)	4
To avoid paying a bill or fine	5
To embarrass or misrepresent the person to whom the identity information belonged (other than on the internet or offline)	6
Some other way (please specify)	7
Don't Know	D

**Q5** From which, if any, of the sources listed was any assistance received to recover the stolen identity information? (MULTIPLE RESPONSES ALLOWED)

None, no assistance received	1
Government	2
Police	3
Community Service	4
Private sector - e.g. credit provider, bank, financial institution, telephone service provider, internet service provider	5
In some other way (please specify)	6
Don't Know	D

**ASK ALL**

**Q6** Over the next year, do you believe that the risk of having your identity information stolen or misused will increase, decrease or not change?

Increase	1
Decrease	2
Not change	3
Don't know	D

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