
A Study About Identity Theft

Prepared For:

The National Foundation for Credit Counseling

Prepared By:

**Harris Interactive Inc.
Public Relations Research**

INTRODUCTION AND METHODOLOGY

This Identity Theft survey was conducted by telephone within the United States by Harris Interactive on behalf of the National Foundation for Credit Counseling (NFCC) between September 11 and September 14, 2009 among 1,003 adults ages 18+.

Results were weighted for age, sex, geographic region, and race where necessary to align them with their actual proportions in the population.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.

Therefore, Harris Interactive avoids the words “margin of error” as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

HOW TO READ THE TABLES

The following pages present the detailed tabulations of survey results. The data are percentaged vertically and, therefore, should be read from top-to-bottom. The total number of interviews, both weighted and unweighted, appears at the top of each column. Percentages are calculated on the weighted bases. Percentages may not add to 100% due to weighting factors or multiple responses. Where an asterisk (*) appears, it signifies any value of less than one-half percent.

Definition of Classification Terms

The following definitions are provided for some of the standard demographics by which the results are tabulated. Other demographics are self-explanatory.

Income

The income groupings refer to the total household income for 2007 before taxes.

Metro Size

Metro -- In Center City of Metropolitan Area
 Outside Center City, Inside Center City County
 Inside Suburban County of Metropolitan Area
 In Metropolitan Area with No Center City

Non-Metro -- In Non-Metropolitan Area

Children in Household

None -- No children under 18 years of age living in household
Total -- Have children under 18 years of age living in household
Under 12 -- Have children under 12 years of age living in household
12 - 17 -- Have children ages 12 to 17 living in household

Geographic Region

The continental states are contained in four geographic regions as follows:

North East

New England: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut

Middle Atlantic: New York, New Jersey, Pennsylvania

North Central

East North Central: Ohio, Indiana, Illinois, Michigan, Wisconsin

West North Central: Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas

South

South Atlantic: Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida

East South Central: Kentucky, Tennessee, Alabama, Mississippi

West South Central: Arkansas, Louisiana, Oklahoma, Texas

West

Mountain: Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada

Pacific: Washington, Oregon, California

Significance Testing

When results from sub-groups of a sample appear in the detailed tabulations, an indicator of statistically significant differences is added to the tables run on our standard demographic banners. The test is performed on percentages as well as mean values. Each sub-sample is assigned a letter. When the percentage of one sub-sample is significantly different from the percentage of another sub-sample, the letter representing one of the two samples appears next to the percentage (or mean) of the other sample.

For instance the percentage of males answering yes to a particular question may be compared to the percentage of females answering yes to the same question. In the example below, the male sample is assigned the letter B, and the female sample is assigned the letter C. Here, respondents were asked whether a certain business practice is acceptable. 67% of women said that it was -- a proportion significantly greater than the 57% of males who believe that the practice is acceptable. To indicate that women are significantly more likely to find the practice acceptable than are men, the letter B -- the letter assigned to the male sub-sample -- appears next to the "67%" in the female column. Similarly, the 37% of men that find the practice unacceptable is significantly greater than the 29% of women who do so and, therefore, the letter C -- the letter assigned to the female sub-sample -- appears next to the "37%" in the male column.

		Sex	
	Total	Male	Fe- male
	(A)	(B)	(C)
Unweighted Total	977	488	489
Weighted Total	967	464	503
Acceptable	611 63%	274 57%	337 67%B
Not Acceptable	319 33%	171 37%C	148 29%
Don't Know	37 4%	18 4%	19 4%

Significance testing is done to the 95% confidence level. The columns compared are listed at the bottom of each table.

Posted Topline Data

Question:	<u>Total</u> %
In which of the following situations, if any, would you feel at high risk for identity theft?*	Base: Adults 18+ (n= 1,003)
Any (Net)	96
If you lost your wallet or had it stolen	78
If there was a security breach at a place you had done business with, such as a bank, creditor, or major department store	69
If someone hacked into your computer	65
If you provided personal information in response to an unsolicited email	63
When paying for something with your credit card that requires the card to be temporarily taken out of your sight, for example, at a restaurant	45
When purchasing something online	42
Concerning the personal information stored at your place of work	27
When paying for something with your credit card in person, for example, at a store	21
Other	10
None of these	2
Don't know	1
Decline to answer	*

* Multiple responses allowed.

Question:	<u>Total</u> %
If you became a victim of identity theft, what would be your greatest concerns?*	Base: Adults 18+ (n= 1,003)
Any (Net)	96
Not knowing who has your personal information	75
Losing money	73
Spending time to resolve the issue	69
Becoming a victim of identity theft again	65
Having difficulty obtaining credit in the future	63
Not being able to find adequate resources to help you	56
Knowing that the identity thief knows where you live	56
Not feeling safe making online purchases	53
Not feeling safe using credit cards	51
Other	5
None of these	2
Don't know	1
Decline to answer	1

* Multiple responses allowed.