

## Perfectense: Identity Theft Study

### 1. Do you take any of the following steps to protect your personal and financial information?

Proportions/Means: Columns Tested  
(5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1000	500	500	257	422	312	241	280	363	196	234	354	216
Weighted	1000	481	519	313	402	276	258	248	382	195	228	353	224
Review bank or credit card statements for fraud	865	408	457	254	367	235	201	218	351	170	198	300	197
	86%	85%	88%	81%	91%	85%	78%	88%	92%	87%	87%	85%	88%
					CE			F	F				
Shred or destroy credit card receipts or other financial documents	773	355	418	227	319	219	195	187	301	153	178	264	178
	77%	74%	80%	72%	79%	79%	75%	75%	79%	79%	78%	75%	79%
			A		C								
Check your credit reports	642	288	354	193	281	162	162	157	258	123	138	223	158
	64%	60%	68%	62%	70%	59%	63%	63%	67%	63%	60%	63%	70%
			A		CE								J
Never give out your Social Security number	510	238	273	161	219	127	129	136	189	101	113	182	114
	51%	49%	53%	51%	54%	46%	50%	55%	50%	52%	50%	52%	51%
					E								
Take any other steps	269	108	161	75	119	72	64	64	109	53	60	94	62
	27%	22%	31%	24%	30%	26%	25%	26%	29%	27%	26%	27%	28%
			A										
Do take any steps to protect yourself from identity theft but don't recall	2	1	1	0	2	0	0	1	1	2	0	0	0
	0	0	0	-	0	-	-	0	0	1%	-	-	-
Do not take any steps to protect yourself from identity theft	20	14	7	5	6	9	8	2	4	2	3	11	4
	2%	3%	1%	2%	1%	3%	3%	1%	1%	1%	1%	3%	2%

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### 1a. What other steps do you take in order to protect your personal and financial information?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L  
 \* small base

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Takes steps to protect self from identity theft	269	113	156	62	124	80	62	70	103	52	60	95	62
Weighted	269	108	161	75*	119	72*	64*	64*	109*	53*	60*	94*	62*
Don't make purchases/ give information on the Internet	60	21	39	12	33	14	11	22	21	12	8	26	14
	22%	20%	24%	16%	28%	19%	17%	35% FH	19%	22%	13%	28% J	22%
Don't make purchases/ give information over the phone	45	14	31	10	24	10	3	16	16	10	6	21	9
	17%	13%	19%	13%	20%	14%	5%	24% F	15%	18%	9%	22% J	15%
Limit the amount of personal information provided	42	16	26	10	18	14	15	9	10	8	11	15	8
	16%	15%	16%	13%	15%	19%	23% H	15%	10%	15%	19%	16%	13%
Have credit card insurance/ fraud protection	11	2	9	4	5	2	2	0	9	2	1	4	3
	4%	2%	6%	5%	4%	3%	3%	-	8% G	4%	2%	4%	6%
Few/ no credit cards/ limit credit card use	20	11	9	7	9	3	6	2	10	5	7	5	4
	7%	10%	6%	9%	7%	5%	10%	2%	9%	9%	12%	5%	6%
I keep my cards/ information on my person at all times	7	3	4	3	3	2	3	0	4	0	1	6	0
	3%	3%	3%	3%	2%	3%	5%	-	4%	-	2%	7% L	-
Careful about location of cards/ information/ keep track of it	42	20	22	13	12	15	16	9	12	10	7	16	9
	15%	18%	13%	18%	10%	21% D	25% H	14%	11%	18%	12%	17%	14%
Use a safe/ safety deposit box/ secure location	14	7	7	4	5	6	3	4	4	0	7	4	3
	5%	7%	4%	5%	4%	8%	5%	6%	4%	-	12% I	4%	6%
Use only security software/ secure websites	16	6	9	7	4	5	2	4	10	4	2	6	4
	6%	6%	6%	9%	3%	7%	3%	7%	9%	7%	4%	7%	6%
Do not carry cards/ information with me	8	3	5	0	5	3	2	0	5	2	3	2	1
	3%	3%	3%	-	4%	4%	3%	-	5%	4%	5%	2%	2%
Contact organizations I deal with to limit security risks	15	5	9	6	5	4	4	3	4	2	5	2	5
	5%	5%	6%	8%	4%	5%	6%	4%	4%	4%	9%	2%	8%
Mail security/ use locked mailbox/ drop boxes etc.	12	2	10	4	7	1	1	2	7	0	2	5	4
	4%	2%	6%	5%	6%	2%	2%	3%	7%	-	3%	6%	7%
Locks/ blocks/ password etc.	9	7	3	6	4	0	2	4	2	2	2	4	1
	3%	6% B	2%	7% E	3%	-	3%	7%	2%	4%	4%	4%	2%
Other	26	13	13	6	13	7	3	8	15	3	3	11	9
	10%	12%	8%	9%	11%	10%	4%	12%	14%	6%	6%	11%	14%

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1. Do you take any of the following steps to protect your personal and financial information?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M

	Total	Children		Education			Employment Status				Marital Status		Race	
		Yes	No	HS or less	Some College	College Degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	1000	344	642	307	394	294	534	118	129	213	571	423	776	201
Weighted	1000	361	625	300	398	297	539	125	139	192	555	439	769	210
Review bank or credit card statements for fraud	865	323	529	234	348	278	485	106	106	163	504	357	678	170
	86%	89% B	85%	78%	88% C	93% CD	90% H	85%	76%	85%	91% K	81%	88% M	81%
Shred or destroy credit card receipts or other financial documents	773	286	475	222	305	242	405	102	103	158	457	312	588	168
	77%	79%	76%	74%	77%	81% C	75%	81%	74%	83% F	82% K	71%	76%	80%
Check your credit reports	642	245	388	184	258	197	354	87	82	115	384	255	481	154
	64%	68%	62%	61%	65%	66%	66%	70%	59%	60%	69% K	58%	62%	73% L
Never give out your Social Security number	510	182	325	154	206	149	287	56	63	102	291	218	379	123
	51%	51%	52%	51%	52%	50%	53%	44%	45%	53%	52%	50%	49%	59% L
Take any other steps	269	97	172	63	110	95	143	34	41	49	154	115	198	66
	27%	27%	28%	21%	28%	32% C	27%	27%	30%	26%	28%	26%	26%	31%
Do take any steps to protect yourself from identity theft but don't recall	2	0	2	1	1	0	2	0	0	0	1	1	2	0
	0	-	0	0	0	-	0	-	-	-	0	0	0	-
Do not take any steps to protect yourself from identity theft	20	3	16	5	9	6	7	1	8	5	5	14	16	4
	2%	1%	3%	2%	2%	2%	1%	1%	6% FG	3%	1%	3% J	2%	2%

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1a. What other steps do you take in order to protect your personal and financial information?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M  
 \* small base

	Total	Children		Education			Employment Status				Marital Status		Race	
		Yes	No	HS or less	Some College	College Degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Takes steps to protect self from identity theft	269	94	174	66	111	91	143	32	39	53	158	111	199	64
Weighted	269	97*	172	63*	110	95*	143	34*	41*	49*	154	115	198	66*
Don't make purchases/ give information on the Internet	60	19	41	11	23	25	39	5	6	10	39	21	42	17
	22%	20%	24%	18%	21%	27%	27%	16%	14%	20%	25%	18%	21%	26%
Don't make purchases/ give information over the phone	45	23	22	11	19	15	18	10	7	10	36	9	34	11
	17%	24% B	13%	17%	17%	16%	13%	29% F	16%	21%	23% K	8%	17%	17%
Limit the amount of personal information provided	42	11	32	13	20	9	18	4	8	11	23	19	32	8
	16%	11%	19%	20%	19%	10%	12%	12%	20%	23%	15%	17%	16%	13%
Have credit card insurance/ fraud protection	11	3	8	0	4	7	7	2	1	0	5	6	9	2
	4%	4%	4%	-	4%	7% C	5%	7%	3%	-	3%	5%	4%	4%
Few/ no credit cards/ limit credit card use	20	6	14	6	7	7	12	4	2	2	6	14	13	6
	7%	7%	8%	9%	7%	7%	8%	13%	5%	4%	4%	12% J	6%	9%
I keep my cards/ information on my person at all times	7	4	3	4	1	2	3	1	1	2	2	5	6	1
	3%	5%	2%	6% D	1%	2%	2%	3%	4%	4%	1%	4%	3%	2%
Careful about location of cards/ information/ keep track of it	42	16	26	11	20	9	18	7	8	8	24	17	34	7
	15%	16%	15%	18%	18%	10%	12%	21%	21%	17%	16%	15%	17%	10%
Use a safe/ safety deposit box/ secure location	14	3	11	4	8	2	4	2	3	5	7	7	10	4
	5%	3%	7%	6%	8%	2%	3%	7%	7%	10% F	5%	6%	5%	6%
Use only security software/ secure websites	16	6	10	2	3	11	10	0	3	3	8	8	9	7
	6%	6%	6%	3%	3%	11% D	7%	-	7%	5%	5%	7%	5%	10%
Do not carry cards/ information with me	8	0	8	0	5	3	3	0	1	4	5	3	6	2
	3%	-	5% A	-	4%	3%	2%	-	2%	8% F	3%	2%	3%	3%
Contact organizations I deal with to limit security risks	15	5	8	3	7	5	10	2	0	2	7	7	13	1
	5%	6%	5%	4%	6%	5%	7%	5%	-	3%	5%	6%	7%	2%
Mail security/ use locked mailbox/ drop boxes etc.	12	6	5	2	5	4	6	1	3	1	8	4	6	5
	4%	7%	3%	3%	5%	4%	5%	4%	7%	2%	5%	3%	3%	8%
Locks/ blocks/ password etc.	9	6	3	4	3	2	8	0	1	0	6	3	8	1
	3%	6%	2%	7%	2%	2%	5%	-	3%	-	4%	3%	4%	1%
Other	26	9	17	3	11	12	14	0	6	6	18	9	19	6
	10%	10%	10%	5%	10%	13%	10%	-	15% G	12% G	11%	8%	10%	9%