

Detailed Tables

1. How concerned would you say that you are about becoming victim to identity theft in the future? Would you say that you are...

Overlap formulae used.

	Total
Base: All respondents	
Unweighted Base	2002
Weighted Base	2002
Very concerned	760 38%
Somewhat concerned	789 39%
Not too concerned	336 17%
Not at all concerned	115 6%
(DK/NS)	3 0
Summary	
Top2box (Concerned)	1549 77%
Low2box (Not Concerned)	451 23%

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2. Please tell me if you have experienced any of the following. How about ...? [YES SUMMARY]

Overlap formulae used.

	Total
Base: All respondents	
Unweighted Base	2002
Weighted Base	2002
You have received emails that appeared to come from a financial institution that asked you to verify your input account, password or personal information	478
	24%
Your credit card has been used fraudulently	294
	15%
You have been the victim of a 'phishing' scam.	285
	14%
Your credit card has been stolen	232
	12%

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3. How well informed would you say you are about how to protect yourself against identity theft? Would you say that you are...

Overlap formulae used.

	Total
Base: All respondents	
Unweighted Base	2002
Weighted Base	2002
Very well informed	536 27%
Somewhat informed	1039 52%
Not too well informed	331 17%
Not at all informed	88 4%
(DK/NS)	9 0
Summary	
Top2box (Informed)	1575 79%
Low2box (Not Informed)	419 21%

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4. Please tell us whether you do any of the following. Do you ... ? [YES SUMMARY]

Overlap formulae used.

	Total
Base: All respondents	
Unweighted Base	2002
Weighted Base	2002
Provide financial or personal information very carefully	1888
	94%
Contact your credit card company immediately in case of loss or fraudulent charge	1837
	92%
Check your credit card statement carefully for unexpected or incorrect charges every time you receive it	1780
	89%
Watch how your credit card or debit card is used or handled by a merchant	1670
	83%
Sign a new or replacement credit card as soon as you receive it	1613
	81%
Review or monitor your credit bureau report or files on a regular basis for errors or suspicious loans	1080
	54%
Keep any credit cards that you are not using locked in a safe place	936
	47%

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4. Please tell us whether you do any of the following. Do you ... ? [NO SUMMARY]

Overlap formulae used.

	Total
Base: All respondents	
Unweighted Base	2002
Weighted Base	2002
Keep any credit cards that you are not using locked in a safe place	1024
	51%
Review or monitor your credit bureau report or files on a regular basis for errors or suspicious loans	907
	45%
Sign a new or replacement credit card as soon as you receive it	371
	19%
Watch how your credit card or debit card is used or handled by a merchant	317
	16%
Check your credit card statement carefully for unexpected or incorrect charges every time you receive it	205
	10%
Contact your credit card company immediately in case of loss or fraudulent charge	145
	7%
Provide financial or personal information very carefully	108
	5%

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4. Please tell us whether you do any of the following. Do you ... ? [DK/NS SUMMARY]

Overlap formulae used.

	Total
Base: All respondents	
Unweighted Base	2002
Weighted Base	2002
Keep any credit cards that you are not using locked in a safe place	42
	2%
Contact your credit card company immediately in case of loss or fraudulent charge	20
	1%
Sign a new or replacement credit card as soon as you receive it	18
	1%
Check your credit card statement carefully for unexpected or incorrect charges every time you receive it	17
	1%
Watch how your credit card or debit card is used or handled by a merchant	15
	1%
Review or monitor your credit bureau report or files on a regular basis for errors or suspicious loans	14
	1%
Provide financial or personal information very carefully	7
	0

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5. Thinking of information available to consumers to help them protect themselves from identity theft, how adequate would you say it is? Would you say...

Overlap formulae used.

	Total
Base: All respondents	
Unweighted Base	2002
Weighted Base	2002
It is fully adequate	208 10%
Somewhat adequate	1167 58%
Somewhat inadequate	477 24%
Completely inadequate	105 5%
(DK/NS)	44 2%
Summary	
Top2box (Adequate)	1376 69%
Low2box (Inadequate)	582 29%

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6. In your opinion, whose responsibility is it to protect people from identity theft crime? [YES SUMMARY]

Overlap formulae used.

	Total
Base: All respondents	
Unweighted Base	2002
Weighted Base	2002
Individuals, such as yourself	1847 92%
Credit Card Companies	1740 87%
Other Financial Institutions, such as banks	1727 86%
Credit Bureaus	1403 70%
Retailers	1371 68%
Government	1343 67%
Police/ law enforcement	58 3%
Everyone's responsibility	56 3%
Other	64 3%