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Pre-Campaign Research Findings



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Agenda

- **Methodology**
- **Key Themes:**
 - **Online User Profile**
 - **Parental Control (Child Safety Online)**
 - **Online Shopping**
 - **Security Threats**
 - **Security Precautions**



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Methodology

- **Online & Phone Fieldwork conducted: 17/01/2008 – 31/01/2008**
- **A nationally representative sample of 800 Home Internet Users**
- **95% Confidence Level and Confidence Interval of 3%**

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1. Online User Profile

- **Accessing the Internet:**
 - **58% Broadband Connection**
 - **27% Wireless Broadband**
 - **13% Standard Telephone Line/Dial-up**
 - **5% Cable Connection**
 - **4% Mobile Broadband**

1. Online User Profile

- **Internet Usage – Adults**

- 80% email
- 79% random surfing
- 55% online shopping
- 54% online banking
- 44% news/current affair
- 41% media downloads
- 23% social media sites
- 11% tax returns

- **Internet Usage – non Adults**

- 70% social media sites
- 54% school research
- 53% random surfing
- 52% email
- 47% online games
- 36% media downloads
- 15% online shopping
- 14% news/current affairs

2. Parental Control

- **50% of all households have Children and Young Adults online**
 - 79% Parents have given advice/rules concerning online threat
 - 73% have basic rules in place for protecting personal data
 - 70% know what their children communicate online
 - 68% Parents monitor online activities of their children
 - 63% have basic rules in place to manage their time spent online

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3. Online Shopping

- **54% of Internet users shop online on a regular basis**
- **1 in 3 shoppers were exposed to online threat**
- **Highest prevalence:**
 - 22% Spam
 - 10% Spyware
 - 8% Phishing
 - 3% Credit Card details stolen
 - 2% ID Theft

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4. Security Threats

- Understanding of Internet Security Threats:

	5 - Fully Understand	4 - Understand	3 - Partially Understand	2 - Unsure	1 - Don't Understand	N/A
Computer Viruses	56%	24%	11%	5%	4%	0%
Identity Theft	49%	22%	14%	6%	9%	1%
Phishing	28%	16%	13%	7%	34%	3%
Spyware	33%	18%	17%	8%	22%	2%
Hacking	41%	19%	18%	8%	12%	1%
Pharming	8%	4%	10%	11%	58%	9%
SPAM	51%	19%	9%	5%	14%	1%

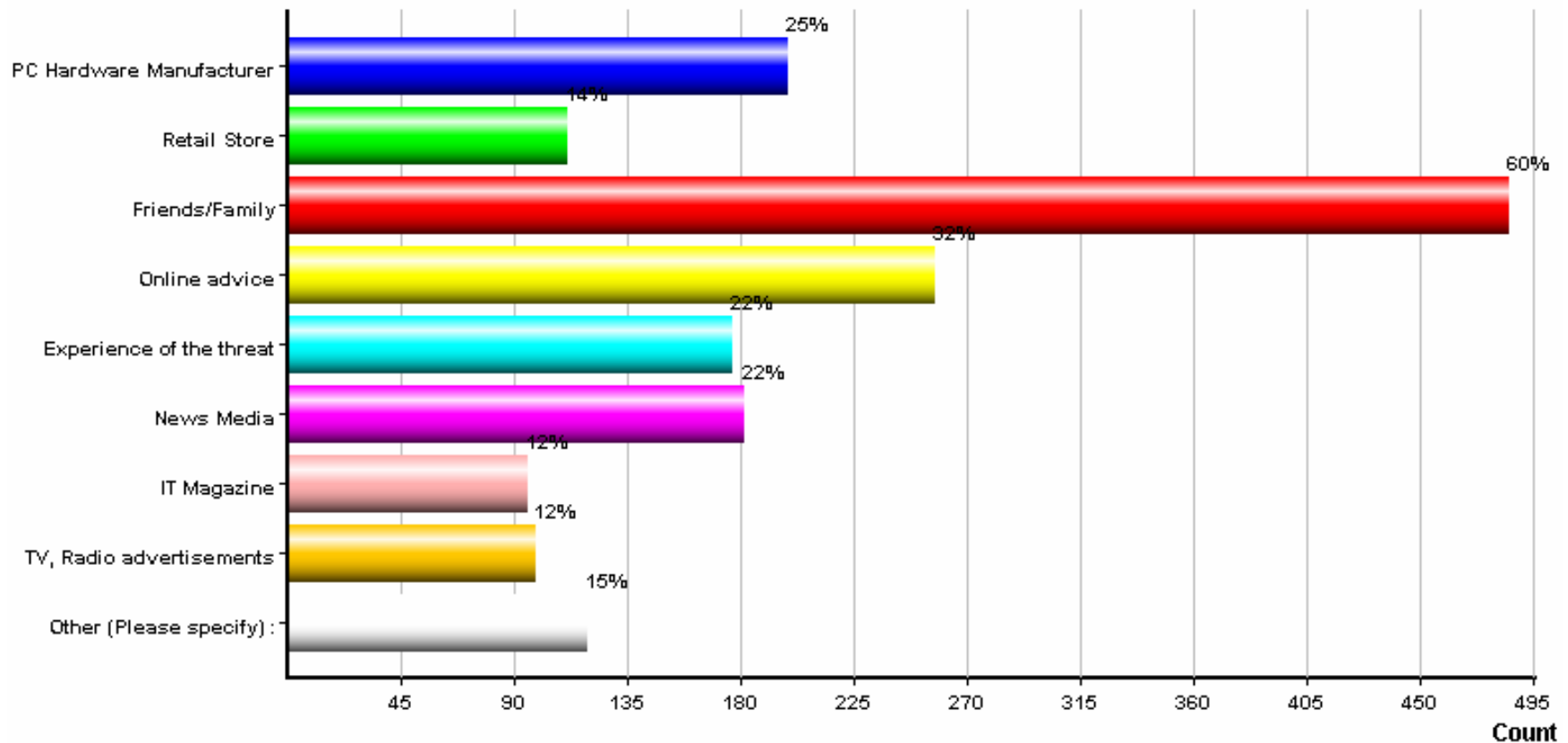
- Precautions taken to Protect from Online Security Threats:

	YES	NO
Anti-virus software	96%	4%
Password on a local computer	78%	22%
Anti-Spyware software	71%	29%
Password on a wireless router	42%	58%
Anti-phishing filter	40%	60%
Anti- SPAM filter	61%	39%
Regular data backup	57%	43%
PIN Number on mobile voice mailbox	40%	60%

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5. Security Precautions

- Information Sources on Internet precautions:



Thank you.



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