International Fraud Awareness Week

Survey Results

Shred-it®

Survey Method

When:	Conducted October 5, 2018
Who:	1,200 U.S. respondents age 18+
What:	17 question mobile survey containing the following screener question: “Do you understand what information fraud and identity theft is?”
How:	Direct to mobile users via Pollfish
Why:	Designed to assess: Consumer concerns, habits and insight on information security and fraud.

Key Findings

Consumers Jeopardize Their Own Digital and Physical Information Security With Risky Habits and Practices

- More than half of consumers (51%) admit to reusing passwords/PINs across multiple accounts such as email, computer log in, phone passcode, bank accounts, etc.
- When it comes to physical information security, nearly 3 in 10 consumers (27%) do not shred paper or physical documents containing sensitive information before throwing them away.
- When assessing their security habits, 49% of consumers believe their security habits (e.g. paying attention to passwords, destroying confidential documents, etc.) make them vulnerable to information fraud or identity theft.

Key Findings

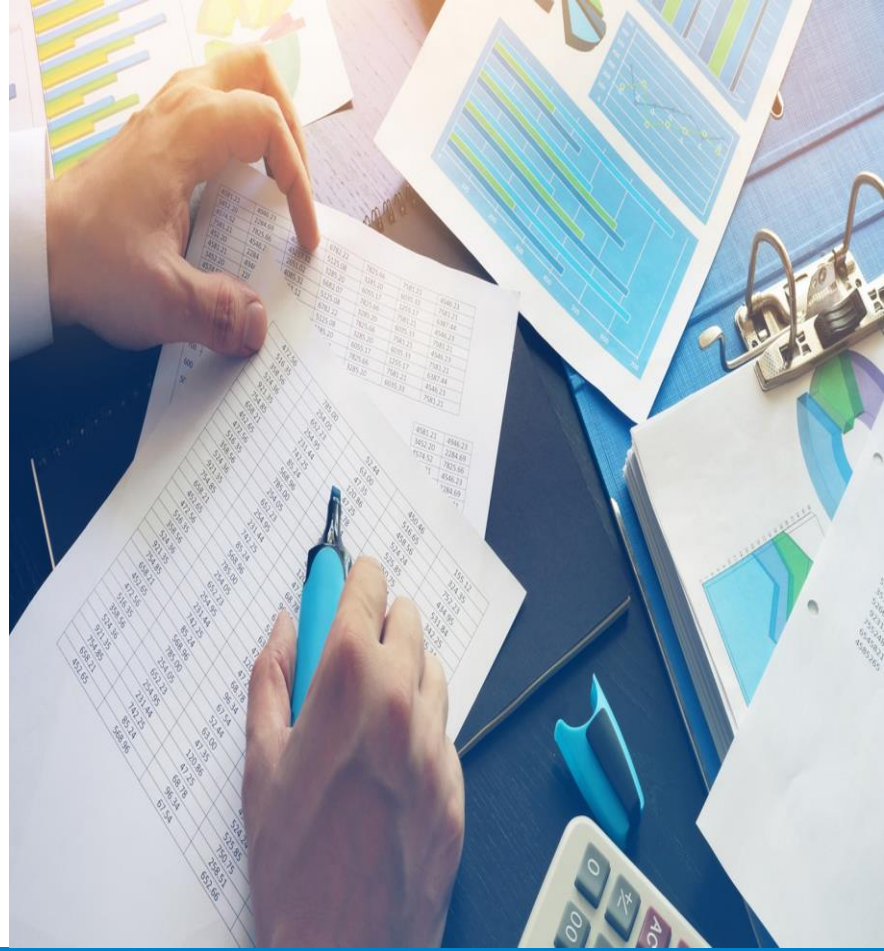
Consumers Are Unsure How to Determine If They Were Victims of Fraud and Lack Understanding of How to Report and Remediate Identity Theft / Fraud

- Nearly 3 in 10 consumers (27%) admit that they do not know how to find out if they've become a victim of fraud or identity theft.
- More than one-third of consumers (39%) have been a victim of fraud or identity theft.
- When asked how they found out they were a victim of fraud, 33% of consumers say they found out by monitoring their own accounts for suspicious activity, 29% were alerted by a business about a security breach of their information and 24% discovered it by accident.
- One in five consumers (20%) admit that if they became a victim of fraud, they would not know how to report and remediate it.

Key Findings

Consumers Believe Companies Do Not Safeguard Their Personal Information Leaving Them Vulnerable to a Breach

- Forty-three percent of consumers believe the personal information they share with brands or companies today could be vulnerable to a security breach.
- When asked of the business implications a previous breach would have on them, four in 10 consumers (40%) say they would stop doing business with a company/brand if the company previously suffered a security breach.
- For some consumers however, security breaches are viewed as common occurrences, therefore, 37% say they are unsure if they would stop doing business with a company that previously suffered a breach.



Screener Question

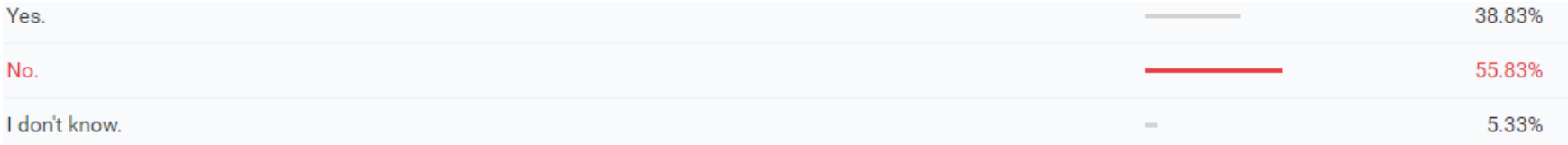
Do you understand what information fraud and identity theft is?

I have a clear understanding of information fraud and identity theft.	100.00%
My understanding is average of information fraud and identify theft.	0.00%
I do not have any understanding on information fraud and identify theft.	0.00%

- Consumers who have a clear understanding of information fraud and identity theft proceeded with the survey.

Question 1

Have you ever been a victim of information fraud or identity theft?



- While more than half (56%) of consumers have not been a victim of information fraud or identity theft, more than one-third of consumers (39%) have.
- Five percent of consumers aren't sure if they have ever been a victim of information fraud or identity theft.

Question 1 Additional Findings

Men are more likely than women to admit they have been victims of fraud

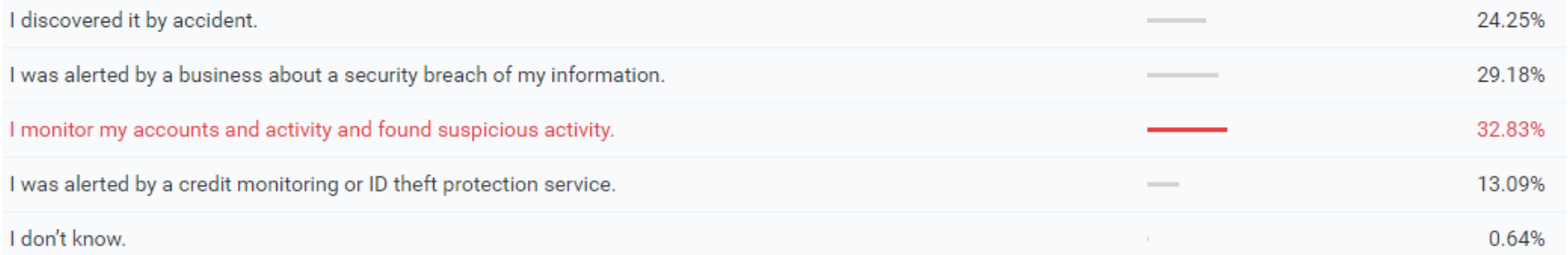
- 43% of men and 36% of women say they have been victims of fraud

The older the generation, the more likely they have been victims of fraud

- Baby Boomers are the most likely to say they have been victims of fraud, followed by Millennials (39%) and Gen Zs (28%)

Question 2

Of the following options below, which most closely describes how you found out you were a victim of fraud?



I discovered it by accident.	24.25%
I was alerted by a business about a security breach of my information.	29.18%
I monitor my accounts and activity and found suspicious activity.	32.83%
I was alerted by a credit monitoring or ID theft protection service.	13.09%
I don't know.	0.64%

- One-third of consumers (33%) found out they were a victim of fraud by monitoring their own accounts for suspicious activity.
- Nearly 3 in 10 consumers (29%) were alerted by a business about a security breach of their information while another 24% discovered it by accident.
- Slightly more than 1 in 10 consumers (13%) were alerted by a credit monitoring or ID theft protection service.

Question 2 Additional Findings

Men and women almost equally say they have found out they were victims of fraud by accident

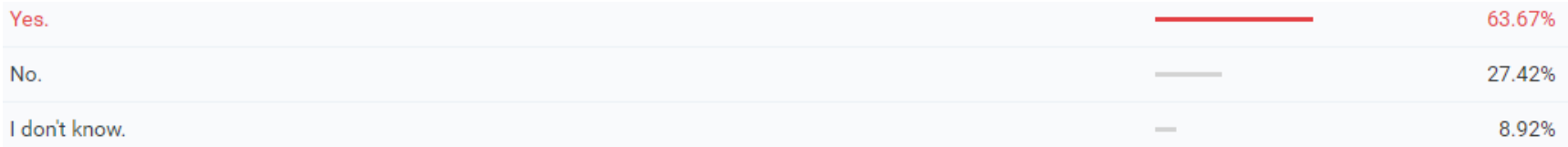
- 25% of men and 24% of women say they found out they were victims of fraud by accident

Baby Boomers and Gen Zs say the same

- 24% of Baby Boomers and 24% of Gen Zs say they found out they were victims of fraud by accident

Question 3

Do you know how to find out if you're a victim of fraud or identity theft?



- Nearly 3 in 10 consumers (27%) admit that they do not know how to find out if they've become a victim of fraud or identity theft.

Question 3 Additional Findings

Women are less likely than men to know how to find out if they were a victim of fraud or identity theft

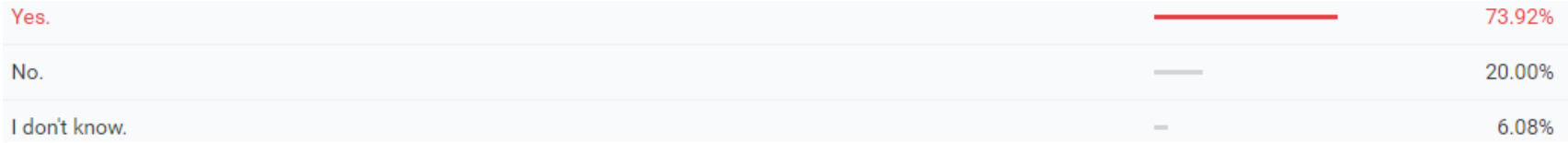
- 29% of women say they don't know how to find out if they were a victim of fraud or identity theft, compared to 26% of men

Baby Boomers, Millennials and Gen Zs equally know how to find out if they were a victim of fraud or identity theft

- 62% of Baby Boomers, Millennials and Gen Zs say they know how to find out if they were a victim of fraud or identity theft
- Baby Boomer men (67%) are 10% more likely than Baby Boomer women (57%) to know how to find out if they were a victim of fraud or identity theft

Question 4

If you became a victim of fraud, would you know how to report and remediate fraud or identity theft?



- One in five consumers (20%) admit that if they became a victim of fraud, they would not know how to report and remediate fraud or identity theft.

Question 4 Additional Findings

Women are less likely than men to know how to report and remediate fraud or identity theft

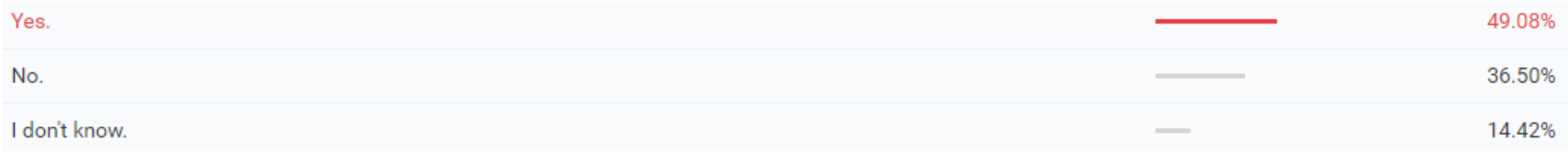
- 21% of women and 19% of men say they don't know how to report and remediate fraud or identity theft

Baby Boomers are the most likely to say they don't know how to report and remediate fraud or identity theft

- 23% of Baby Boomers, 21% of Millennials and 15% of Gen Zs say they don't know how to report and remediate fraud or identity theft

Question 5

Based on your security habits (e.g. paying attention to passwords, destroying confidential documents, etc.), do you believe you're vulnerable to information fraud or identity theft?



- Almost half of consumers (49%) believe their security habits (e.g. paying attention to passwords, destroying confidential documents, etc.) make them vulnerable to information fraud or identity theft.
- Another 37% of consumers believe their security habits do not make them vulnerable to information fraud or identity theft.
- Fourteen percent of consumers don't know if their security habits make them vulnerable to information fraud or identity theft.

Question 5 Additional Findings

Women are less likely than men to think they are vulnerable to information fraud or identity theft based on their security habits

- 48% of women and 50% of men think their security habits (e.g. paying attention to passwords, destroying confidential documents, etc.) make them vulnerable to information fraud or identity theft

Baby Boomers are the most likely to think their security habits make them vulnerable to information fraud or identity theft

- 54% of Baby Boomers, 52% of Millennials and 37% of Gen Zs think their security habits make them vulnerable to information fraud or identity theft

Question 6

If you had to choose one of the following options below, which activity do you think would make you most vulnerable to information fraud or identity theft?

Making online retail purchases.	39.33%
Banking online.	18.92%
Leaving paper trails or receipts from in-person purchases or transactions.	26.92%
Traveling.	8.25%
I don't know.	6.58%

- Nearly 4 in 10 consumers (39%) think making online retail purchases makes them the most vulnerable to information fraud or identity theft more than:
  - Leaving paper trails or receipts from in-person purchases or transactions (27%)
  - Banking online (19%)
  - Traveling (8%)

Question 6 Additional Findings

Women are slightly more likely than men to think making online retail purchases makes them the most vulnerable to information fraud or identity theft

- 40% of women and 38% of men think making online retail purchases makes them the most vulnerable to information fraud or identity theft

Gen Zs and Millennials equally believe making online retail purchases makes them the most vulnerable to information fraud or identity theft

- 40% of Gen Zs and 40% of Millennials believe making online retail purchases makes them vulnerable

Question 7

If you had to choose, are you more concerned that you could fall victim to an online security breach or a physical security breach?

I am more concerned that I could fall victim to an online security breach.	62.00%
I am more concerned that I could fall victim to a physical security breach.	16.50%
I am not concerned that I will fall victim to an online or physical security breach.	13.08%
I don't know.	8.42%

- While 62% of consumers are more concerned that they could fall victim to an online security breach, nearly two in 10 consumers (17%) are more concerned that they could fall victim to a physical security breach.
- Thirteen percent of consumers are not concerned that they could fall victim to an online or physical security breach.

Question 7 Additional Findings

Men are slightly more concerned than women that they could fall victim to an online security breach than a physical security breach

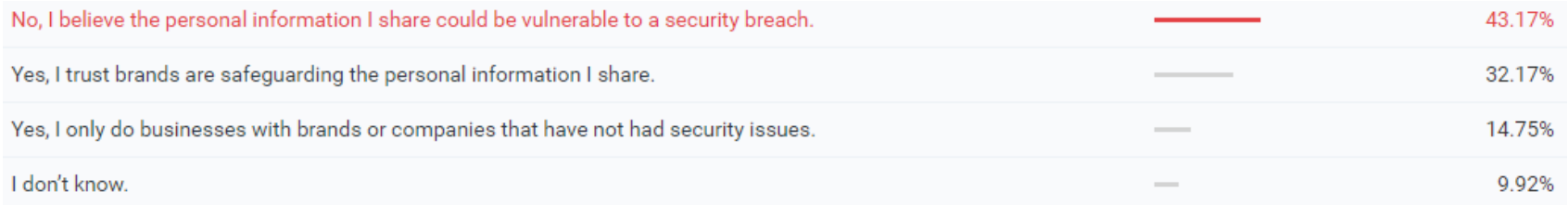
- 63% of men and 61% of women are concerned that they could fall victim to an online security breach

Gen Zs and Millennials are almost equally more concerned that they could fall victim to an online security breach than a physical security breach

- 62% of Gen Zs and 64% of Millennials are more concerned that they could fall victim to an online security breach than a physical security breach

Question 8

Do you believe that brands or companies today take proper security measures (e.g. destroy or safeguard confidential documents, maintain online security, etc.) to safeguard your personal information?



- Forty-three percent of consumers believe the personal information they share with brands or companies today could be vulnerable to a security breach.
- More than 3 in 10 consumers (32%) however trust that brands are safeguarding the personal information they share.
- Fifteen percent of consumers admit they only do business with brands or companies that have not had security issues.
- One in 10 consumers are unsure if brands or companies today take proper security measures to safeguard their personal information.

Question 8 Additional Findings

Men and women almost equally believe that brands or companies today do not take proper security measures (e.g. destroy or safeguard confidential documents, maintain online security, etc.) to safeguard personal information

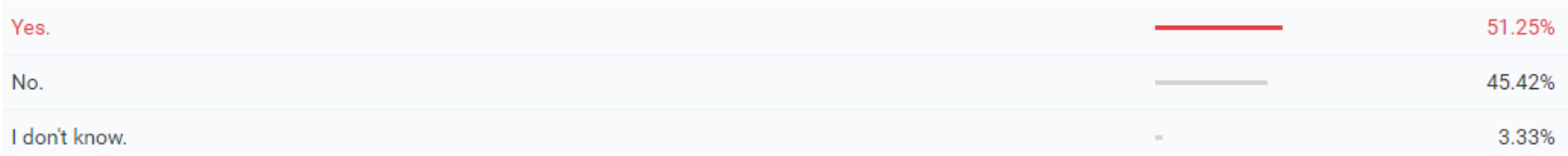
- 44% of men and 43% of women believe that brands or companies today do not take proper security measures to safeguard personal information

The majority of Gen Zs believe that brands or companies today do take proper security measures (e.g. destroy or safeguard confidential documents, maintain online security, etc.) to safeguard personal information

- 39% of Gen Zs believe that brands or companies today do not take proper security measures to safeguard personal information, compared to 34% of Millennials and 26% of Baby Boomers

Question 9

Do you reuse passwords/PINs across multiple accounts (e.g. email, computer log in, phone passcode, bank accounts, etc.)?



- More than half of consumers (51%) admit to reusing passwords/PINs across multiple accounts.

Question 9 Additional Findings

Men are more likely than women to reuse passwords/PINs

- 53% of men admit to reusing passwords/PINs across multiple accounts (e.g. email, computer log in, phone passcode, bank accounts, etc.), compared to 50% of women

Baby Boomers are the least likely to reuse passwords/PINs

- 47% of Baby Boomers admit to reusing passwords/PINs across multiple accounts (e.g. email, computer log in, phone passcode, bank accounts, etc.), compared to 55% of Millennials and 61% of Gen Zs

Question 10

If you had to choose from the following options, how do you best describe the way you store paper documents containing sensitive, personal information (e.g. W2, 1099, social security card, etc.)?

In a locked cabinet (such as a secure file cabinet) at home or work.	46.00%
In a box, desk drawer or unlocked cabinet at home or work.	28.42%
I don't store or keep paper documents containing sensitive information.	21.58%
I don't know.	4.00%

- Nearly 30% of consumers store paper documents containing sensitive, personal information in a box, desk drawer or unlocked cabinet at home or work.
- Forty-six percent of consumers say they store this information in a locked cabinet (such as a secure file cabinet) at home or work.
- More than 1 in 5 consumers (22%) admit to not storing or keeping paper documents containing sensitive information.

Question 10 Additional Findings

Men are more likely than women to store paper documents containing sensitive, personal information in a locked cabinet

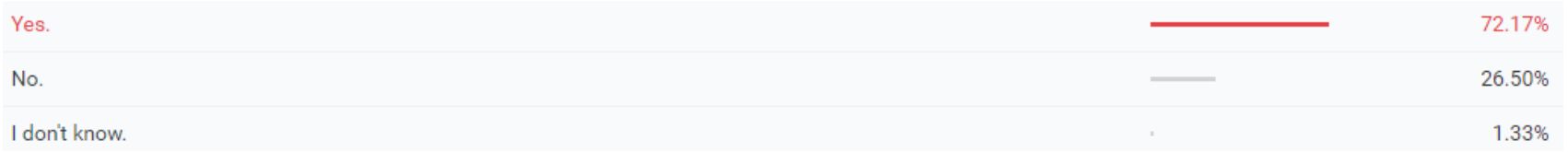
- 51% of men and 43% of women store paper documents containing sensitive, personal information (e.g. W2, 1099, social security card, etc.) in a locked cabinet (such as a secure file cabinet) at home or work

Gen Zs and Millennials are more likely to store paper documents containing sensitive, personal information in an unlocked cabinet at home or work than Baby Boomers.

- 31% of Gen Zs and 33% of Millennials store paper documents containing sensitive, personal information in an unlocked cabinet at home or work
- Just 26% of Baby Boomers store paper documents containing sensitive, personal information in an unlocked cabinet at home or work

Question 11

Do you shred paper or physical documents containing sensitive information before throwing them away?



- Nearly 3 in 10 consumers (27%) do not shred paper or physical documents containing sensitive information before throwing them away.

Question 11 Additional Findings

Men are more likely than women to shred paper or physical documents containing sensitive information before throwing them away

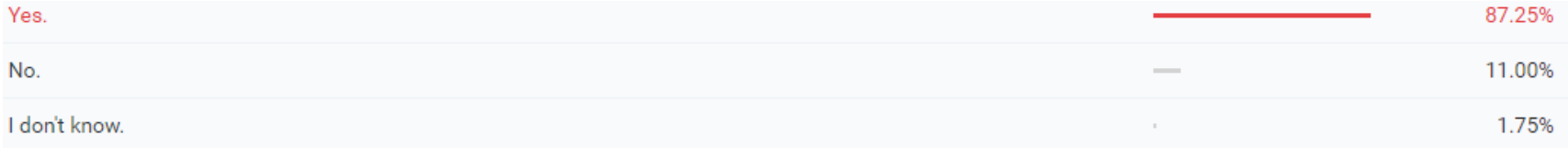
- 68% of men shred paper or physical documents containing sensitive information before throwing them away, compared to 60% of women

Baby Boomers are the most likely to shred paper or physical documents containing sensitive information before throwing them away

- 80% of Baby Boomers admit to shredding paper or physical documents containing sensitive information before throwing them away
- 67% of Millennials and 69% of Gen Zs say they shred paper or physical documents containing sensitive information before throwing them away

Question 12

Do you closely monitor your financial account activity (e.g. bank statements, credit reports, credit card statements, etc.) each week?



- One in 10 consumers (11%) do not closely monitor their financial account activity (e.g. bank statements, credit reports, credit card statements, etc.) each week.

Question 12 Additional Findings

Women are more likely than men to closely monitor financial account activity

- 88% of women closely monitor their financial account activity (e.g. bank statements, credit reports, credit card statements, etc.) each week, compared to 86% of men

Baby Boomers are the most likely to closely monitor financial account activity

- 91% of Baby Boomers closely monitor their financial account activity (e.g. bank statements, credit reports, credit card statements, etc.) each week, compared to 85% of Millennials and 86% of Gen Zs

Question 13

Of the following options, which do you believe is the correct way to properly destroy information saved on old devices and hard drives?

Wipe the device (erase stored data).	49.83%
Degauss the device (remove data by rearranging the device's magnetic field).	11.50%
Physically destruct the device (via crushing or shearing it).	28.67%
I don't know.	10.00%

- Fifty percent of consumers believe the correct way to properly destroy information saved on old devices and hard drives is by wiping the device (erase stored data).
- Additional consumers believe the following:
  - degauss the device (remove data by rearranging the device's magnetic field) (12%).
  - physically destruct the device (via crushing or shearing it) (29%).
- One in 10 consumers (10%) do not know the correct way to properly destroy information saved on old devices and hard drives.

Question 13 Additional Findings

Men and women equally believe the correct way to properly destroy information saved on old devices and hard drives is to wipe the device

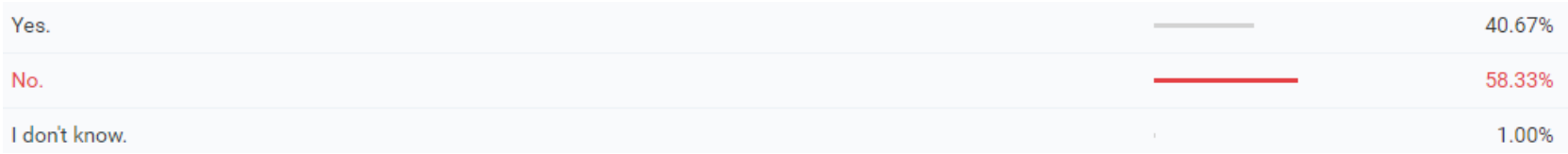
- 46% of men and 46% of women believe the correct way to properly destroy information saved on old devices and hard drives is to wipe the device (erase stored data)

Baby Boomers are the most unsure about how to properly destroy information saved on old devices and hard drives

- 16% of Baby Boomers don't know how to properly destroy information saved on old devices and hard drives, followed by Gen Zs (11%) and Millennials (4%)

Question 14

Have you ever thrown away or donated an old cell phone or laptop?



- Four in 10 consumers (41%) have thrown away or donated an old cell phone or laptop.

Question 14 Additional Findings

Women are more likely than men to have thrown away or donated an old cell phone or laptop

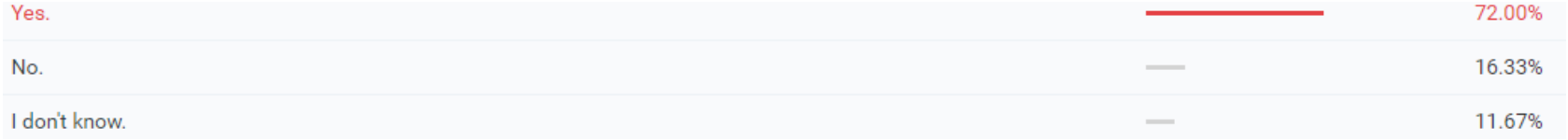
- 55% of women have thrown away or donated an old cell phone or laptop, compared to 44% of men

Millennials are more likely than Gen Zs and Baby Boomers to have thrown away or donated an old cell phone or laptop

- More than half (51%) of Millennials have thrown away or donated an old cell phone or laptop, compared to 48% of Gen Zs and 43% of Baby Boomers

Question 15

Do you think you could determine if an email or phone call you receive is part of a fraudulent scam or not?



- While the majority of consumers (72%) think they could determine if an email or phone call they receive is part of a fraudulent scam, 16% of consumers say they could not and another 12% of consumers don't know.

Question 15 Additional Findings

Men are more likely than women to believe they could determine if an email or phone call they receive is part of a fraudulent scam or not

- 77% of men and 68% of women believe they could determine if an email or phone call they receive is part of a fraudulent scam or not

Baby Boomers are the least likely to believe they could determine if an email or phone call they receive is part of a fraudulent scam or not

- 66% of Baby Boomers believe they could determine if an email or phone call they receive is part of a fraudulent scam or not, compared to 72% of Gen Zs and 74% of Millennials

Question 16

If a company previously suffered a security breach, would that impact whether or not you did business with them?

No, I would continue doing business with company / brand.	13.58%
Yes, I would stop doing business with the company / brand.	40.33%
I'm not sure because I believe security breaches are common for brands / companies today.	36.75%
I don't know.	9.33%

- Four in 10 consumers (40%) say they would stop doing business with a company/brand if the company previously suffered a security breach.
- Additionally, 14% of consumers would continue doing business with the company/brand and 37% are unsure if they would because they believe security breaches are common for brands/companies today.

Question 16 Additional Findings

Women are more likely than men to stop doing business with a company/brand that previously suffered a security breach

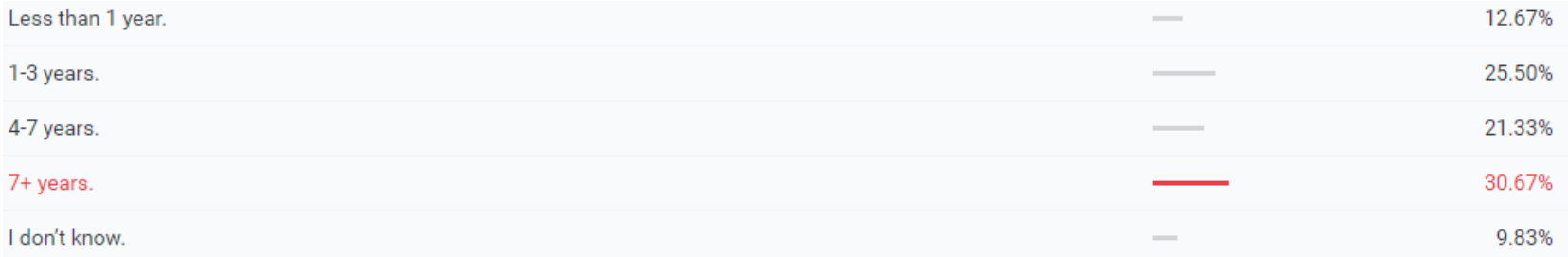
- 42% of women and 39% of men would stop doing business with a company/brand that previously suffered a security breach

Gen Zs are the most likely to stop doing business with a company/brand that previously suffered a security breach

- 49% of Gen Zs would stop doing business with a company/brand that previously suffered a security breach, compared to 43% of Millennials and 31% of Baby Boomers

Question 17

Of the following options, how long do you keep your tax documents (e.g. W2, 1099 forms) before disposing of them?



- While 31% of consumers keep tax documents for 7+ years before disposing of them, 26% keep them for 1-3 years, 21% keep them for 4-7 years and 13% keep them for less than one year.

Question 17 Additional Findings

Men and women almost equally keep tax documents for less than a year

- 13% of men and 12% of women admit to keeping tax documents (e.g. W2, 1099 forms) for less than a year before disposing of them

The majority of Gen Zs and Millennials keep tax documents for 1-3 years

- 28% of Gen Zs and 30% of Millennials keep tax documents (e.g. W2, 1099 forms) for 1-3 years before disposing of them
- The majority of Baby Boomers (45%) keep tax documents (e.g. W2, 1099 forms) for 7+ years before disposing of them

Thank you.

For more information about Fraud Awareness and Information Security Best Practices visit us at shredit.com/resource-center.

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