

The survey

Research objective(s)

Ascertain level of awareness around...

1. Finding out general level of education around scams & identity theft
2. Finding out the level of personal responsibility people have over their own identity security.
3. Finding out what would motivate people towards becoming more interested in their own identity security.

Target audience

16+

Exclusions

I don't think we need to exclude anybody at the moment

Introductory message

Australians count themselves amongst the most targeted populations worldwide when it comes to scam attacks and identity fraud.

In just 2020 alone, Australians lost over \$850 million to scams - a huge figure, but one that hardly pays significance to the emotional and mental toll these attacks can have.

We're 2 students trying to reduce the impact these targeted attacks are having on our friends and families.

By filling out this short survey, you're helping us understand how educated we are around scams and identity theft attacks, and what steps might work best when it comes to defending ourselves against them.

Survey draft

question	responses	Discussion	Answers objective #
Have you (or someone close to you) ever been victim of a scam or identity theft attack?	yes/no	if yes, has this changed your behaviour toward identity security?	
How would you rate your own knowledge about the various types of scam attacks currently being used?	1 - I trust my own judgement about this stuff - I'm pretty hard to fool! (not very knowledgable) 2 - I remember reading something about phishing one time (some knowledge) 3 - I know all about FluBot and the latest vaccination scams (very knowledgable)		1
What are you currently doing to keep informed about new scams or identity theft methods?	1 - I learn about new scams and identity theft attacks through websites 2 - I rely on television or radio to keep me informed 3 - Friends and family help me out here 4 - Social media is my first step toward becoming more informed #scammer 5 - I'm not currently doing anything in this area. Scammers can't attack my thoughts when my head is in the sand *taps forehead 6 - Something else (other)	if no - why aren't you interested in this topic 1 - I don't have the time 2 - I'm not interested in the topic 3 - I don't think it's serious enough to worry me 4 - I trust other organisations to work this out for me 5 - I trust other people to work this out for	

		me 6 - other (please state)	
How involved are you in protecting your personal identity security	1 - I'm not actively involved, no news is good news! 2 - I change a password when Google (or someone else) tells me to 3 - I like to be in control of my information and am very active in securing it		2
What kind of actions do you take to prevent yourself from being scammed or having your identity compromised?	I'm cautious about sharing too much information online I do regular privacy check-ups on my online accounts I regularly check my credit rating score I don't conduct sensitive business over public WiFi I review my bank accounts for suspicious activity I regularly check up on new scam alerts I always use 2 factor authorisation when available I never save my card details to a website I always make sure i'm shopping on secured (https://) websites Other (specify)	maybe we should make this short answer?	2
Do you feel like you're doing enough to secure you identity online?	yes/no		
Which of the following would influence you toward taking further action in securing your identity online	Statistics Real world stories Easy access to paid services Social media posts Other (please state) None of these		3
Identity security services can help safeguard your identity, proactively monitor suspicious activity and assist with recovery if you become a victim of a data breach.	1 - I don't see the value in this 2 - Maybe - depends on the price 3 - Shut up and take my money!		1

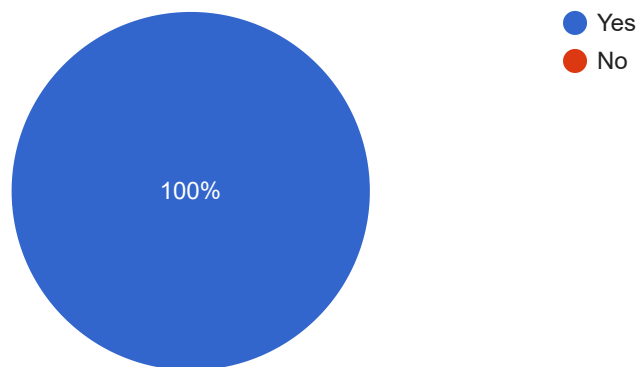
How likely are you to use a paid service to manage your identity security?			
How likely are you to use a service that alerts you about new scams or identity theft methods?	1 - Unlikely 2 - Neutral/I'm not sure 3 - Likely		1
Would you like to get in touch with us and share your personal experience?		If yes, please leave your name and contact details below.	

Understanding individual behaviours in response to scams and identity theft attacks

25 responses

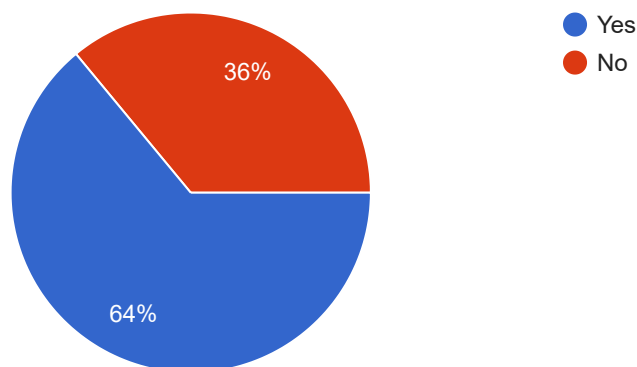
I understand that my personal information isn't being collected, and that this survey is for educational purposes only

25 responses



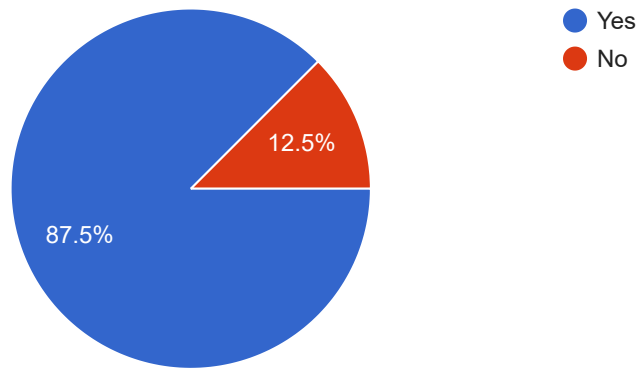
Have you (or someone close to you) ever been a victim of a scam or an identity theft attack?

25 responses



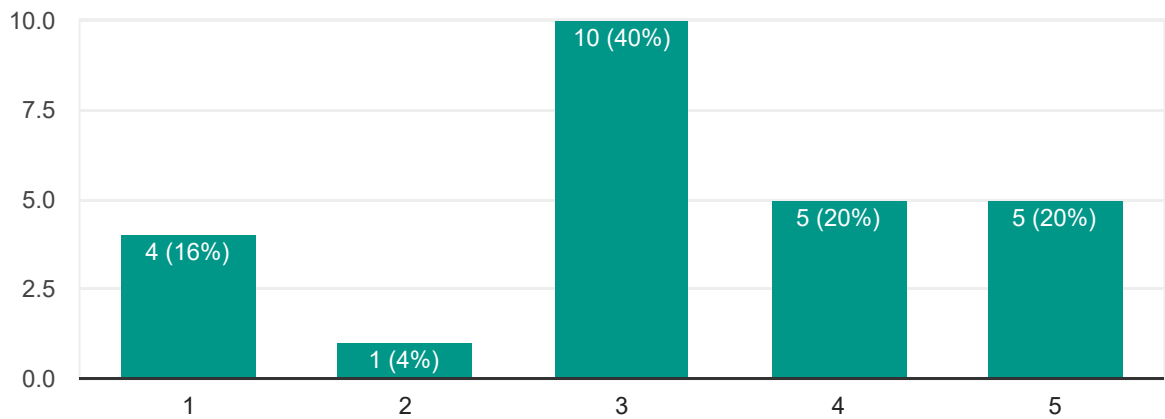
Has this changed your behaviour toward identity security?

16 responses



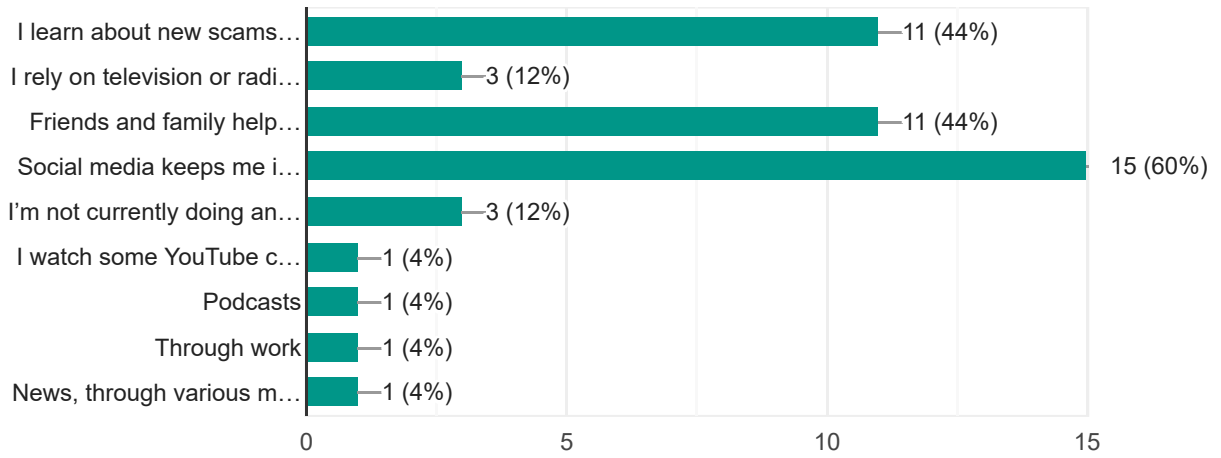
How would you rate your knowledge about the various types of scam attacks currently being used?

25 responses



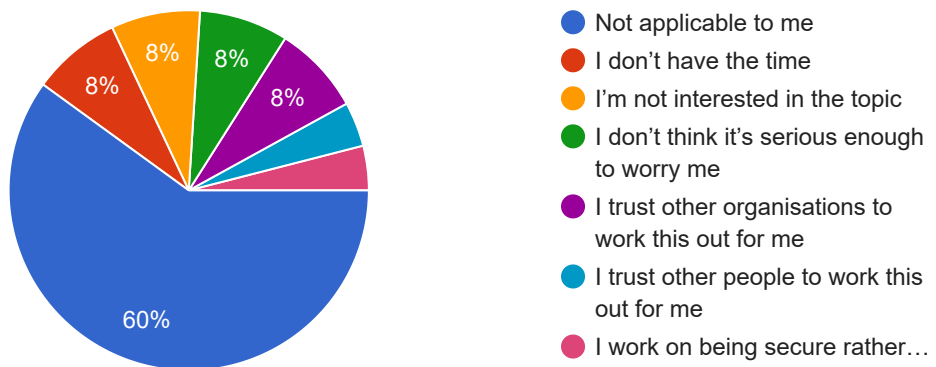
What are you currently doing to keep informed about new scams or identity theft methods?

25 responses



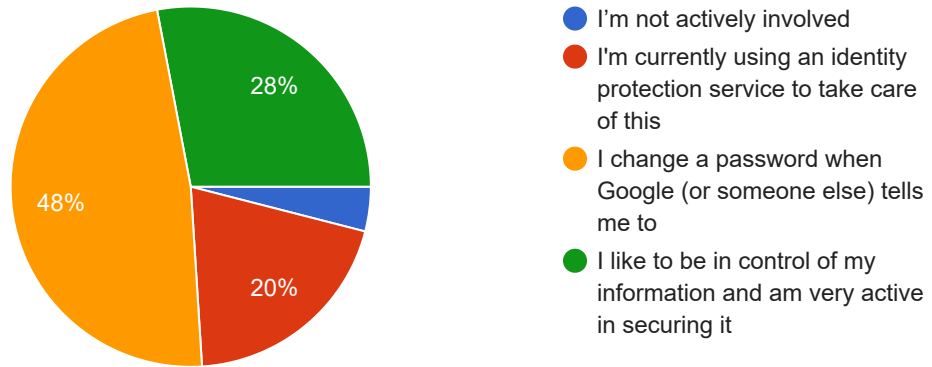
If you're not currently doing anything to keep yourself informed, which of the following is the most likely reason as to why?

25 responses



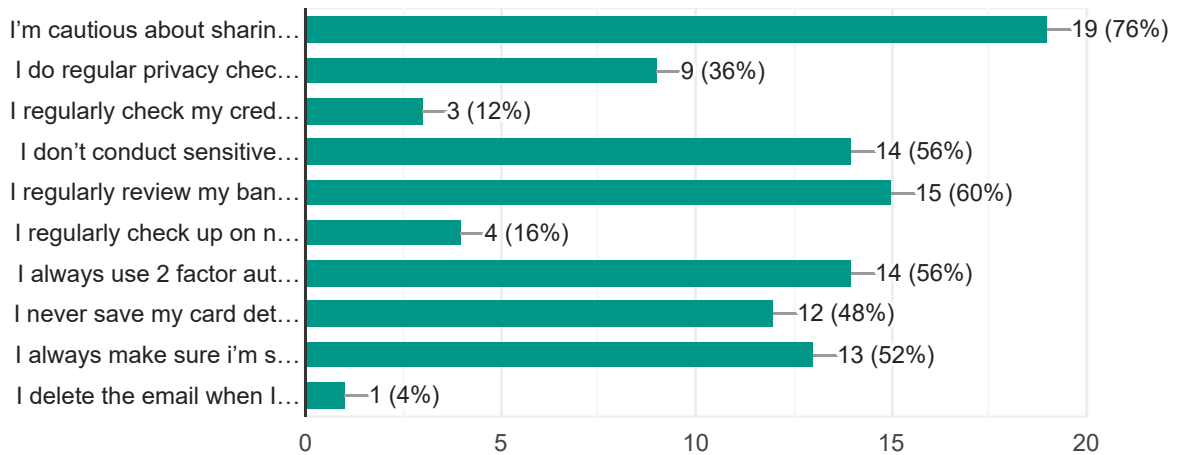
How involved are you in protecting your personal identity security?

25 responses



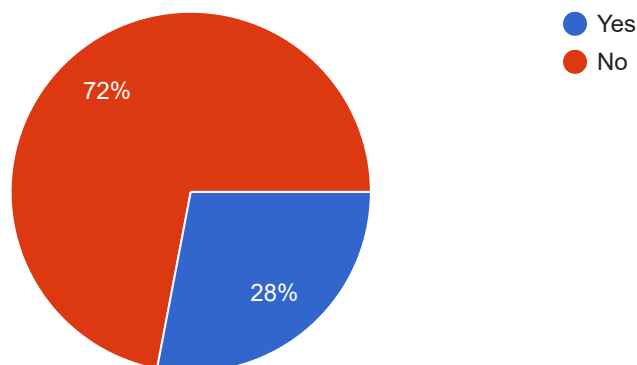
What kind of actions do you take to prevent yourself from being scammed or having your identity compromised?

25 responses



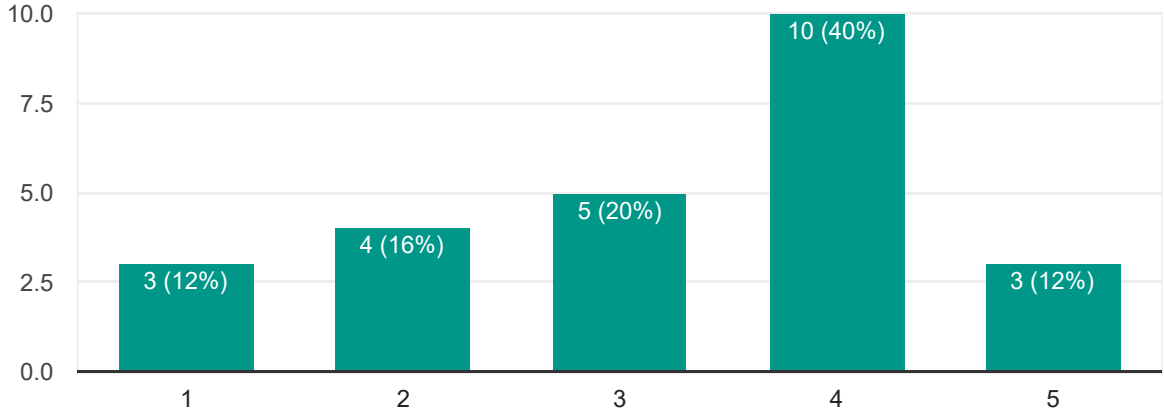
Do you feel like you're doing enough to secure you identity online?

25 responses



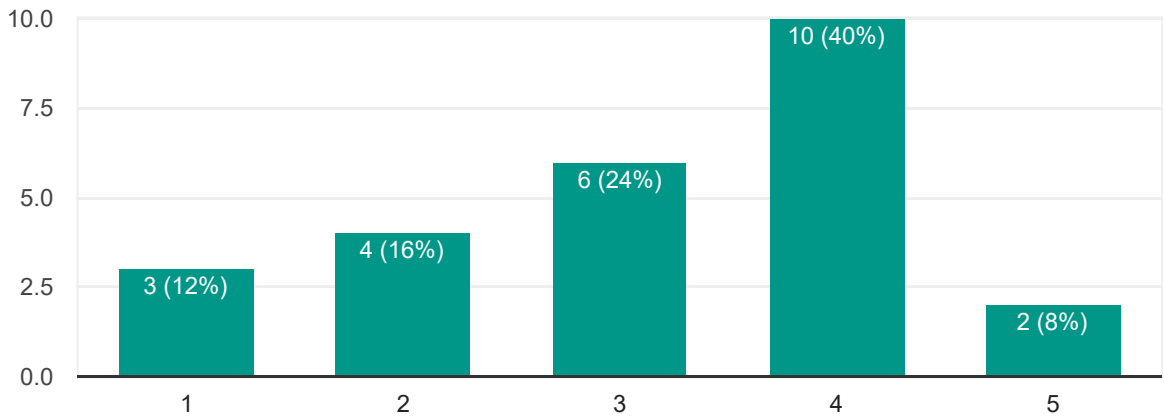
Identity security services can help safeguard your identity, proactively monitor suspicious activity and assist with recovery if you become a victim of a data breach. How likely are you to use this type of service to manage your identity security?

25 responses



How likely are you to use a service that alerts you about emerging scams and identity theft methods?

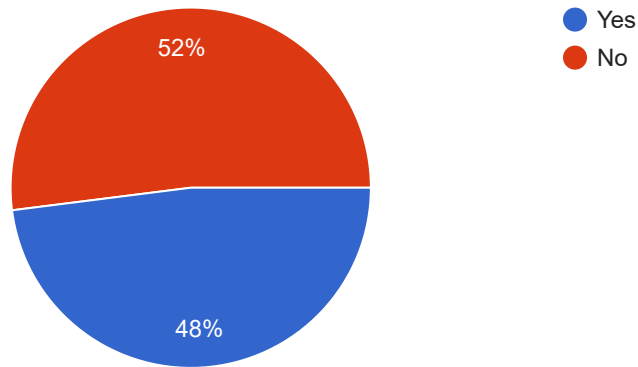
25 responses



Thank you

Would you like to get in touch with us to share your personal experience with any of the topics mentioned today?

25 responses



Email address you'd like us to contact you on

12 responses

talk2mrx@gmail.com

ivyliang172@gmail.com

baileynhenderson@gmail.com

vvenne.yng@gmail.com

pattylee1011@gmail.com

wmsun5@gmail.com

ryancai7@gmail.com

rongli0202@gmail.com

jingsongw@outlook.com.au

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