



UNISYS Security Index: United States

6 October 2008 (Wave 3)

Conducted for:

UNISYS Corporation

Conducted by:

Lieberman Research Group

98 Cutter Mill Road, Great Neck NY 11021

security

INTRODUCTION

The Unisys Security Index presents a social indicator regarding how safe consumers feel on key areas of risk:

- National safety regarding security and epidemics
- Financial safety regarding bankcard fraud and ability to meet personal financial obligations
- Internet safety regarding spam, viruses and online financial transactions
- Personal safety in terms of physical risk and identity theft

Unisys plays a prominent role in efforts to combat risk through the technology products and services it provides to the government and major industries in the U.S. Unisys' commitments to public and financial safety and security are the reasons for the creation of this index to monitor progress in these areas.

OVERALL FINDINGS

The Unisys Security Index for the U.S. is 145, representing a moderate concern about safety. This index measures how secure U.S. adults feel regarding national security, financial security, Internet security and personal security.

Adults in the U.S. are most likely to worry about national security, identity theft and fraudulent use of their credit and debit cards. Americans perceive Internet security as posing the least serious threat.

SURVEY METHODOLOGY

The U.S. Security Index is based on a telephone survey of 1,005 persons aged 18 and over, September 5-7, 2008. This wave 3 survey follows the baseline Security Index survey of August 2007 and the March 2008 Wave 2 survey. The U.S. survey has been conducted as follows:

- 1,005 completed interviews among nationally representative adults, 18+ (one-half males and one-half females);
- Random digit dialing (RDD) sample of telephone households in the continental U.S.;
- Random selection of household respondent to ensure greater representation;
- The survey is conducted in English and representative of English-speaking households; and,
- The data from this study are weighted according to the most recent estimates published by the U.S. Census Bureau to ensure projectability of the data to U.S. adults.

Percentages are based on the full sample of 1,005.

Statistical significance: All findings discussed in this report are statistically significant at a 95% level of confidence except where noted. Significant shifts in percentages since the **baseline** survey are asterisked in charts. Percentages are based on the full sample of 1,005 respondents except where noted (in which case, the number of respondents is shown in parentheses).

THE QUESTIONS

In the core questions for the Security Index are eight items addressing four topics:

- National security,
- Financial security,
- Internet security, and
- Personal security.

Consumers are asked whether they are concerned or not concerned about the eight items listed below. If they are concerned, they are then asked to describe their level of concern (extremely concerned, very concerned or somewhat concerned).

National security

- The U.S.'s national security in relation to war or terrorism
- A serious health epidemic occurring in the U.S.

Financial security

- Other people obtaining and using your credit or debit card details
- Your ability to meet your essential financial obligations, such as your mortgage, other loan, credit card or bill payments

Internet security

- Computer security in relation to viruses or unsolicited emails
- The security of shopping or banking online

Personal security

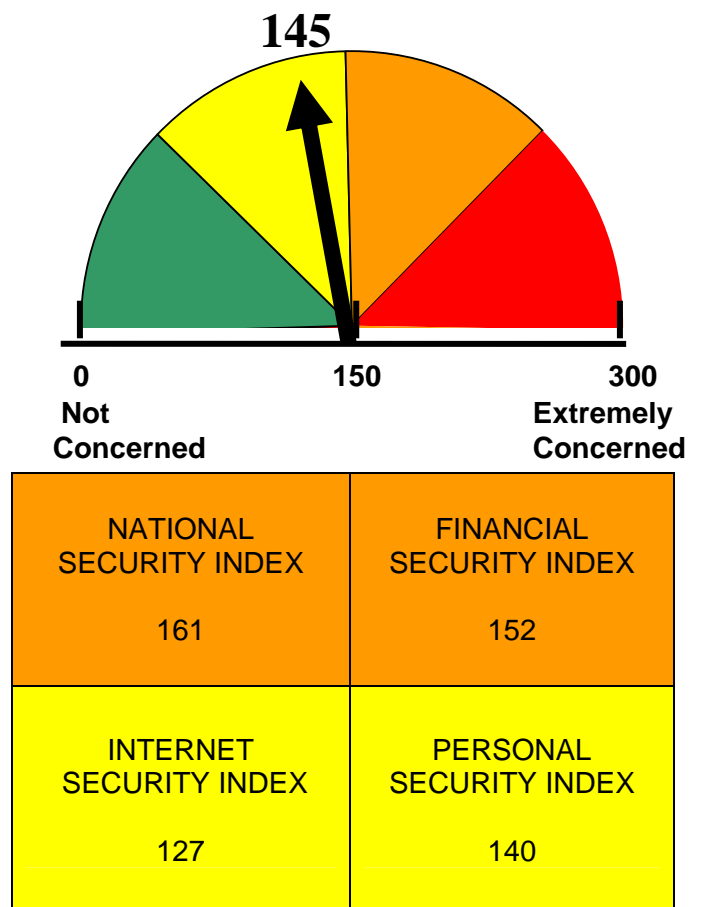
- Unauthorized access to or misuse of your personal information
- Your overall personal safety over the next 6 months

Americans are also asked about their willingness to provide personal information (via PIN, password, photo, eye scan, etc.) to verify their identity with banks, government agencies and other organizations to prevent fraudulent misuse of their personal information.

THE SECURITY INDEX

U.S. adults are moderately concerned with security.

The indices for each of the four major sub areas appear below. The National Security and Financial Security indices are significantly higher than the indices for Internet Security and Personal Security.



CHANGES SINCE AUGUST 2007

In the thirteen months since the baseline survey, the overall Security Index neither increased nor decreased significantly (Chart 0).

The largest change is this wave's 15-point drop in the Personal Security Index.

Even though concern over meeting financial obligations has become a feature of daily news reports, the Financial Security Index remains essentially unchanged. Evidently, worry over mortgage and credit card indebtedness and job security was already entrenched in the minds of many consumers at the time of the baseline survey.

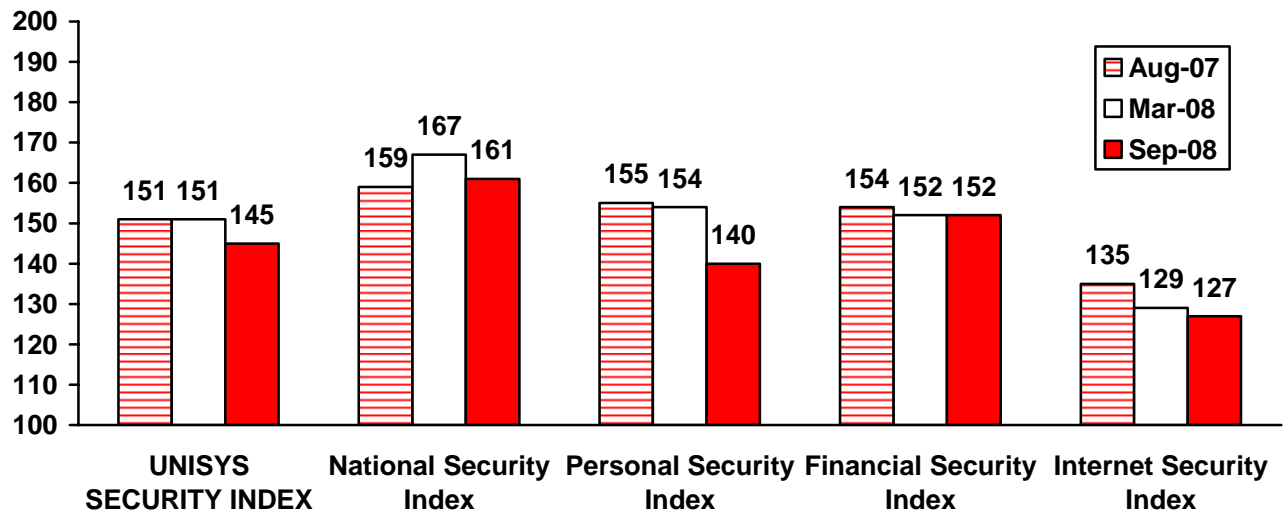


Chart 0: Comparison of findings from Security Index surveys

THE UNISYS SECURITY INDEX QUESTIONS

ISSUE: AMERICA'S NATIONAL SECURITY IN RELATION TO WAR OR TERRORISM

National security is a relatively pervasive concern among Americans. Over half (65%) of Americans are either extremely or very concerned with U.S. national security. Only 10% say they have no concerns with this issue (Chart 1).

Percentages marked with asterisks have shifted significantly since the baseline survey. The proportion of Americans who are extremely concerned has risen, but there has been a corresponding drop in the proportion of those who are very or somewhat concerned.

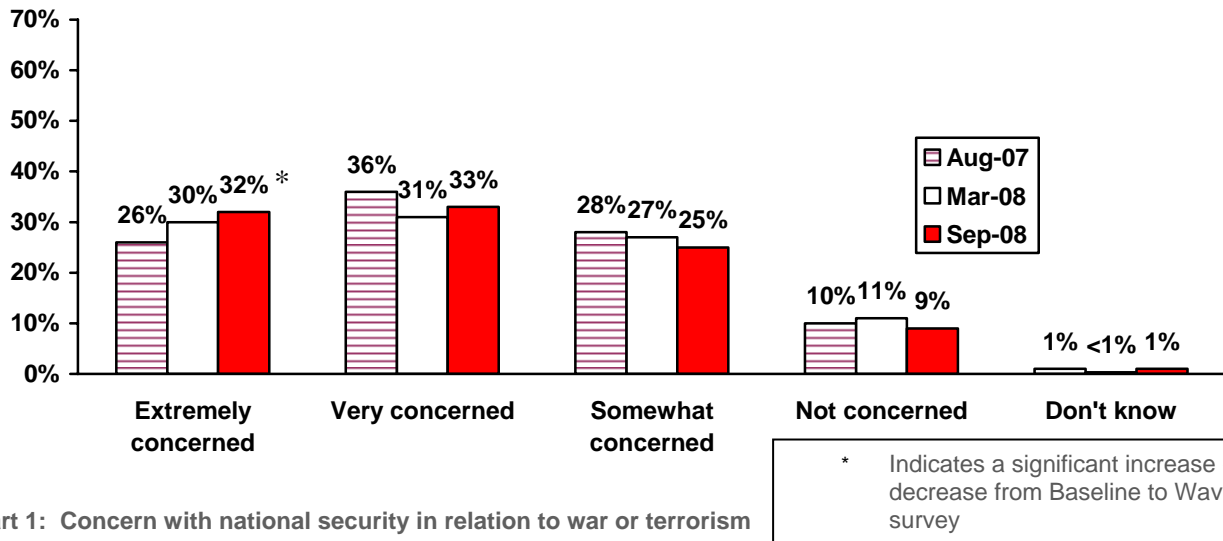


Chart 1: Concern with national security in relation to war or terrorism

ISSUE: A SERIOUS HEALTH EPIDEMIC OCCURRING IN AMERICA

Most Americans are at best mildly concerned with the risk of an epidemic such as avian flu. More than one-fifth are not at all concerned about this issue.

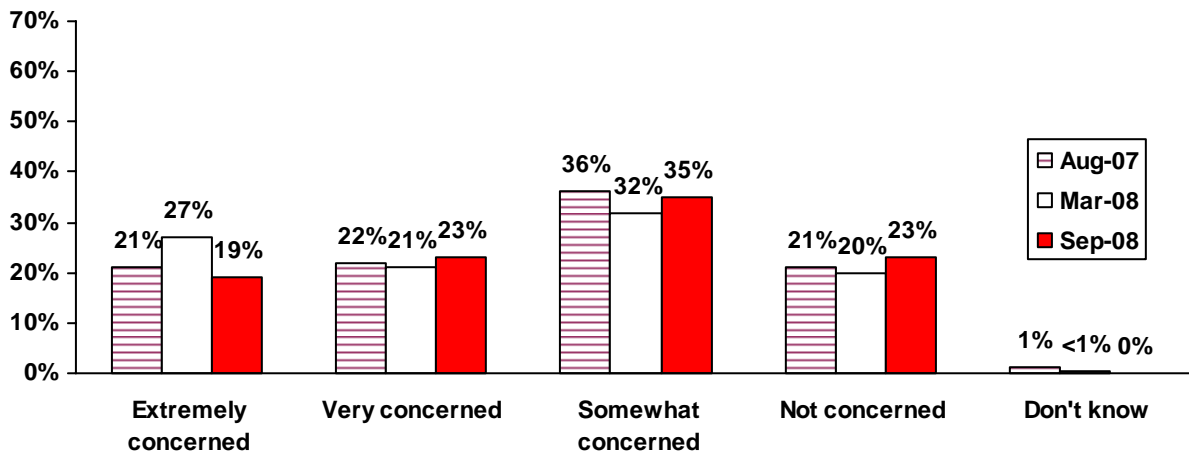


Chart 2: Concern with a serious health epidemic in America

ISSUE: OTHER PEOPLE OBTAINING AND USING CREDIT OR DEBIT CARD DETAILS

Most Americans are concerned with credit and debit card fraud (Chart 3). More than one quarter (29%) of American adults are extremely concerned about this, while another 31% are very concerned. However, the “Extremely concerned” proportion has dropped since the baseline survey.

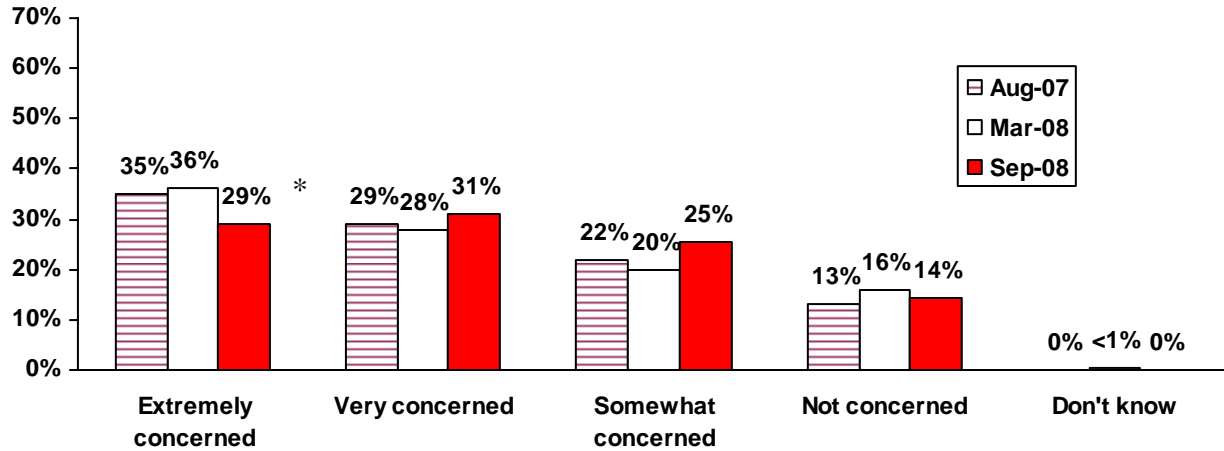


Chart 3: Concern with other people obtaining and using credit or debit card information

ISSUE: ABILITY TO MEET ESSENTIAL FINANCIAL OBLIGATIONS

Despite climbing foreclosure and credit card default rates, concern about meeting essential obligations has not changed significantly since the baseline survey. About one third remain “Not concerned”, while the top-two box proportion is unchanged since the baseline survey.

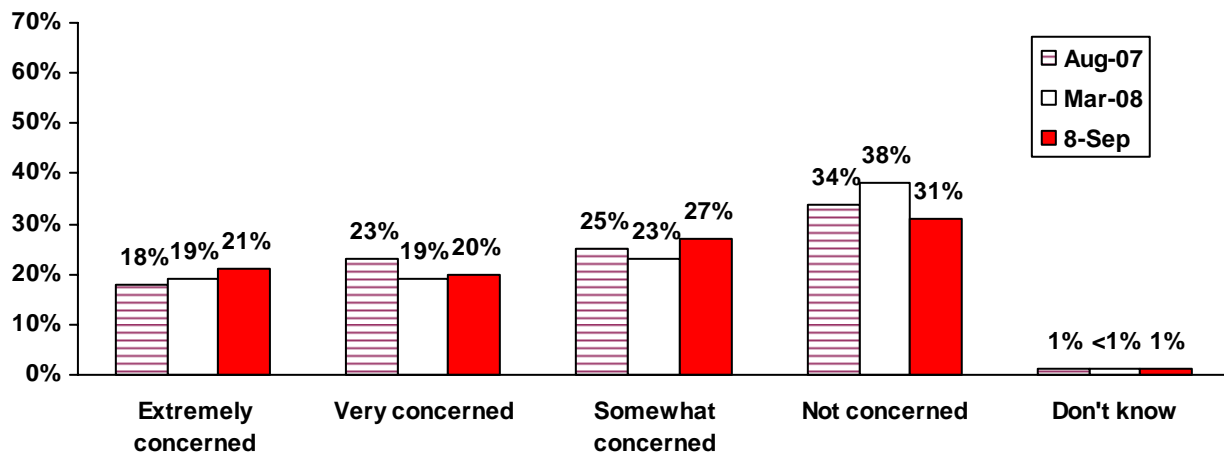


Chart 4: Concern with meeting essential financial obligations such as your mortgage, other loan, credit card or bill payments

ISSUE: COMPUTER SECURITY IN RELATION TO VIRUSES OR UNSOLICITED E-MAILS

Americans are divided with regard to concern about computer security. It is a serious concern to under half of the population, and a lesser concern or of no concern to the remainder (Chart 5). The level of concern in the current wave is significantly lower than in the baseline survey. A significant number of respondents appear to have shifted from Extremely/Very concerned to Somewhat concerned.

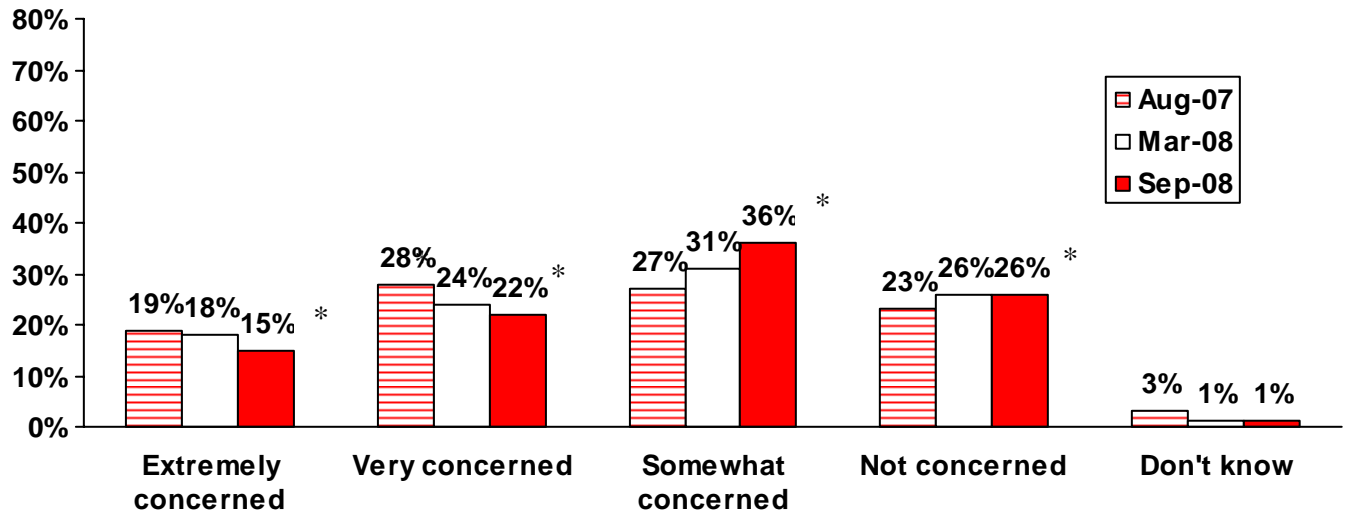


Chart 5: Concern with computer security in relation to viruses or unsolicited e-mails

ISSUE: THE SECURITY OF SHOPPING OR BANKING ONLINE

Well under one half (41%) of Americans are extremely or very concerned with the security of online transactions (Chart 6). This is simply not an area of major concern for most Americans, especially since a substantial minority does not use the Internet at all. The baseline survey findings are comparable.

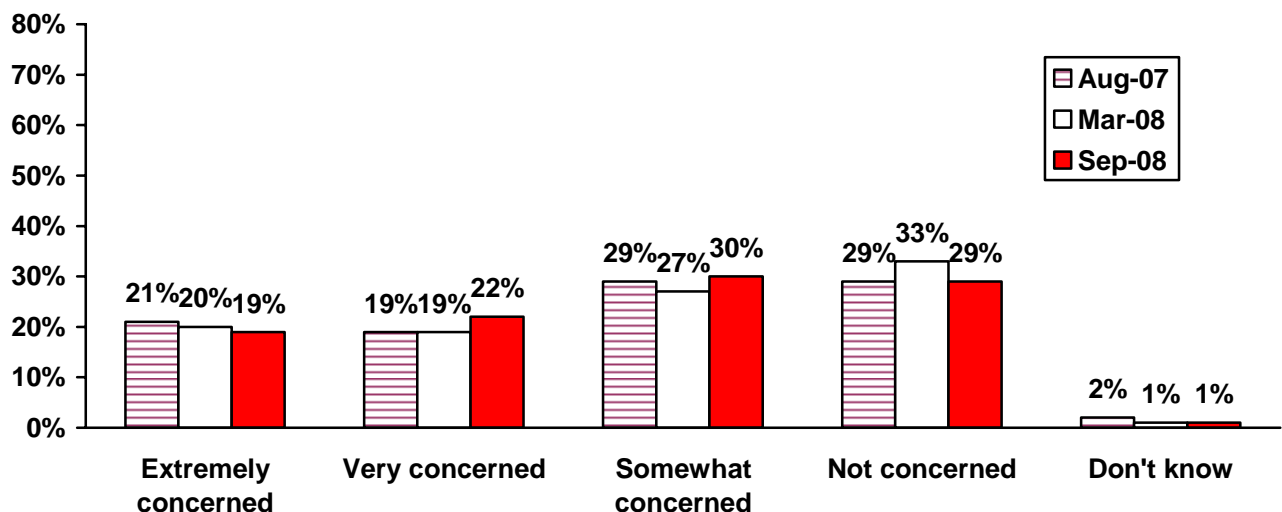


Chart 6: Concern with the security of shopping or banking online

ISSUE: UNAUTHORIZED ACCESS TO OR MISUSE OF PERSONAL INFORMATION

This question is intended to address the issue of identity theft, and a majority of Americans (62%) are seriously concerned about this issue (Chart 7). However, the proportion that is “Extremely” concerned has dropped significantly since the baseline survey.

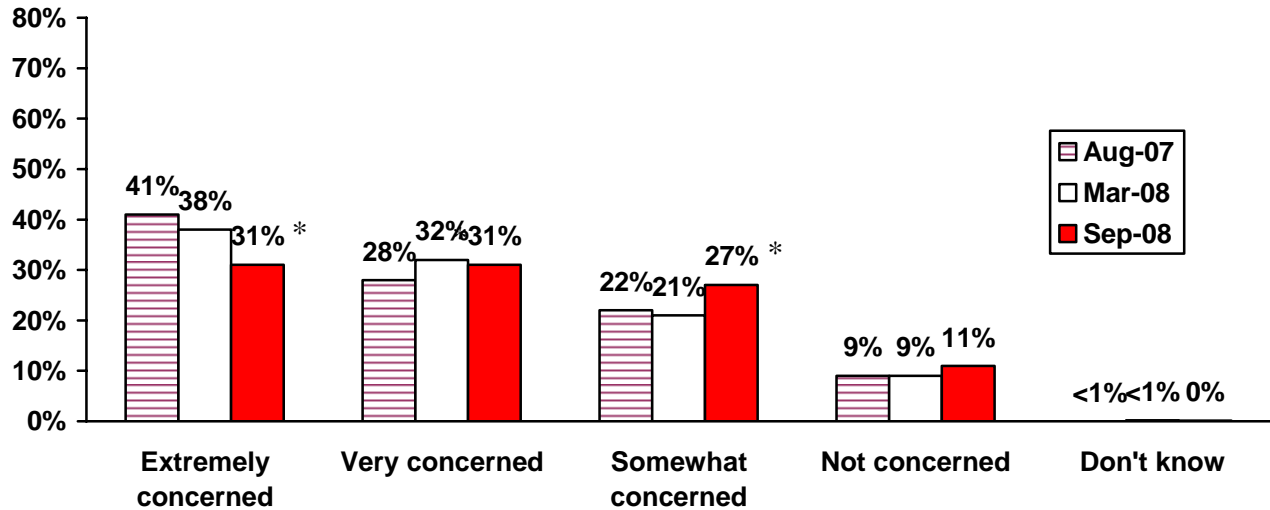


Chart 7: Concern with unauthorized access to or misuse of personal information

ISSUE: YOUR OVERALL PERSONAL SAFETY OVER THE NEXT SIX MONTHS

Most Americans feel comfortable about their personal safety. Only 13% of Americans are extremely concerned with their safety; another 13% are very concerned (Chart 8). There is evidence of a trend toward lower levels of concern since the baseline survey.

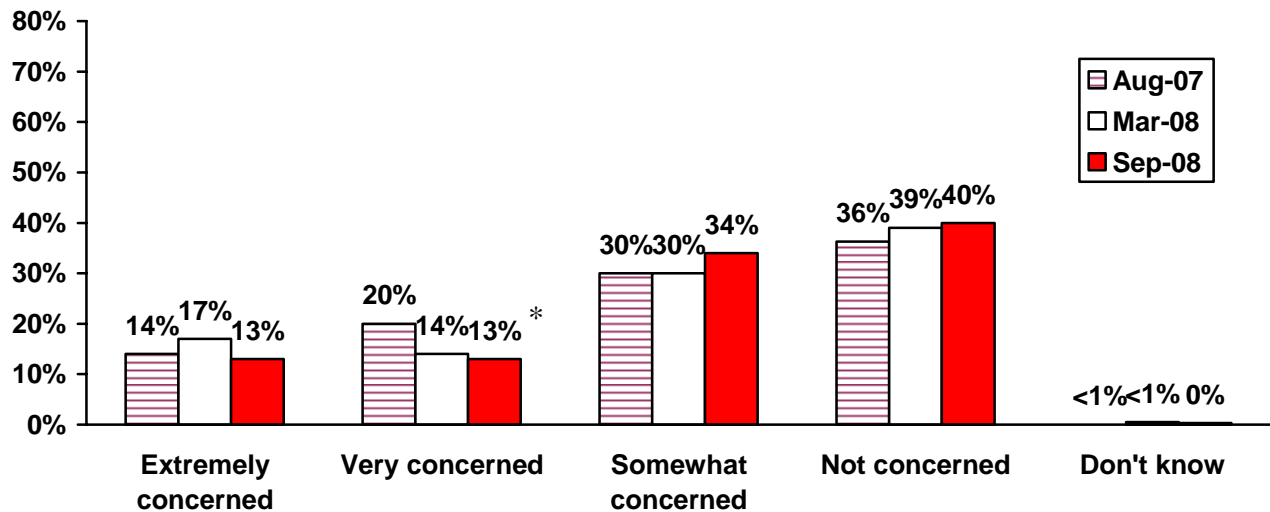


Chart 8: Concern with your overall personal safety over the next six months

HOW DEMOGRAPHIC DIFFERENCES INFLUENCE SECURITY CONCERNS: AGE

For six of the security threats, different age groups display varying levels of concern (top-2-box measures). Americans aged 18-34 worry less than older adults about bankcard fraud and identity theft. They worry less than middle aged adults about viruses and the safety of online transactions. However, they are the most worried about meeting personal financial obligations.

Senior citizens aged 65 or more worry the least about their financial obligations. They are not particularly concerned about their personal safety, although it is Americans aged 55-64 who are least worried about personal safety.

Since the baseline survey, levels of concern about bankcard fraud, identity theft and personal safety have trended downward. These trends have occurred across the different age groups – no single age group has dropped significantly since the baseline survey.

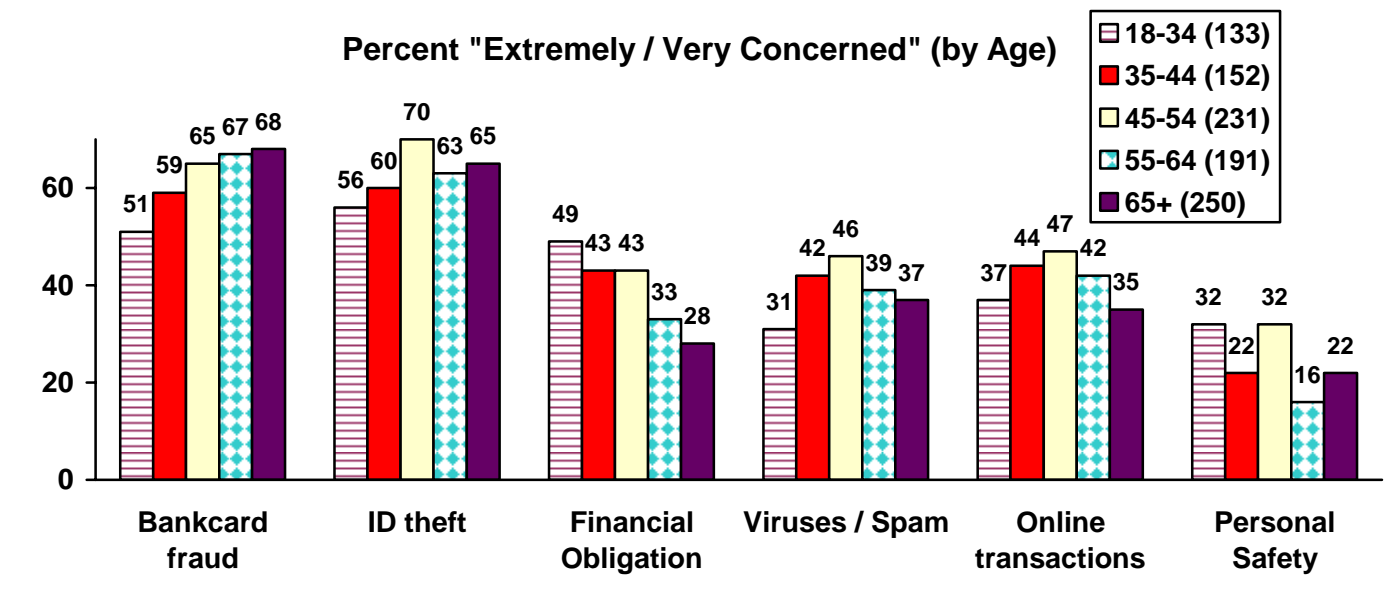


Chart 8A: Percent "Extremely / Very" concerned (security threats with significant differences between age groups)

HOW DEMOGRAPHIC DIFFERENCES INFLUENCE SECURITY CONCERNS: HOUSEHOLD INCOME

For three of the security threats, differences in household income are associated with differences in concern. On the whole, those with incomes over \$50,000 worry less. This is particularly the case with respect to meeting financial obligations and is also true for concerns about epidemics and personal safety.

Since the baseline survey, levels of concern about bankcard fraud, identity theft and personal safety have trended downward. The trend toward lower concern about personal safety features both the lowest income respondents (under \$25,000) and also more affluent respondents (\$50-74,000): in both groups, the top two box scores are significantly lower compared with the baseline survey.

Percent "Extremely" or "Very" Concerned (by Income)

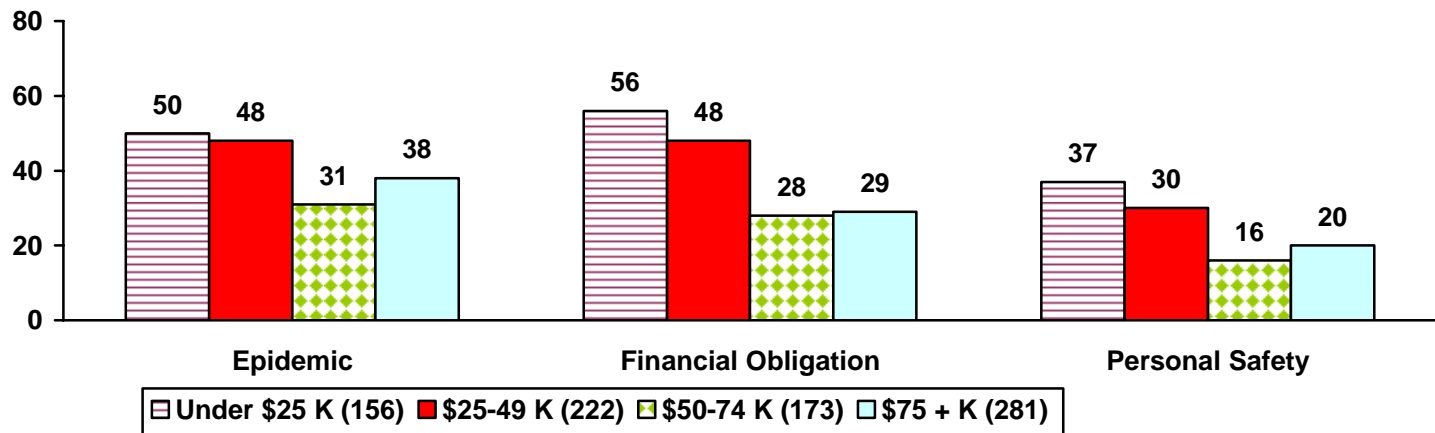


Chart 9: Percent "Extremely" or "Very" concerned (security threats with significant differences between income groups)

HOW DEMOGRAPHIC DIFFERENCES INFLUENCE SECURITY CONCERNS: RESPONDENT EDUCATION

For three of the security threats, differences in respondents' educational attainments are associated with differences in concern. Those with the least education (high school degree or less) worry the most and those with college degrees worry the least.

Since the baseline survey, levels of concern about bankcard fraud, identity theft and personal safety have trended downward. These trends are being led by Americans without college degrees. Their levels of concern about these three threats are significantly lower than at the time of the baseline survey.

Percent "Extremely" or "Very" Concerned (by Education)

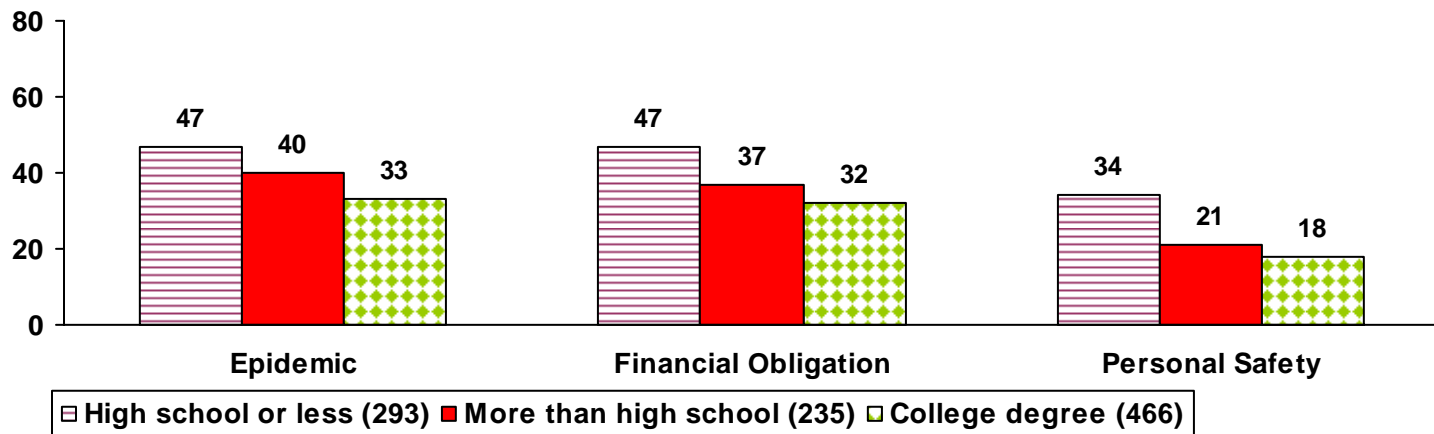


Chart 10: Percent "Extremely" or "Very" concerned (security threats with significant differences between education groups)

HOW DEMOGRAPHIC DIFFERENCES INFLUENCE SECURITY CONCERNS: GENDER

Gender differences are reflected primarily in the proportion that is not concerned with threats. The proportion of men who say they are not concerned is higher regarding six of the eight threats. However, the differences tend to be modest (for the most part, they are statistically significant at the 90% confidence level only).

Males and females report similar levels of serious concern for threats (not shown). Overall, gender differences are not very important when it comes to fears about security.

Percent "Not" Concerned (by Gender)

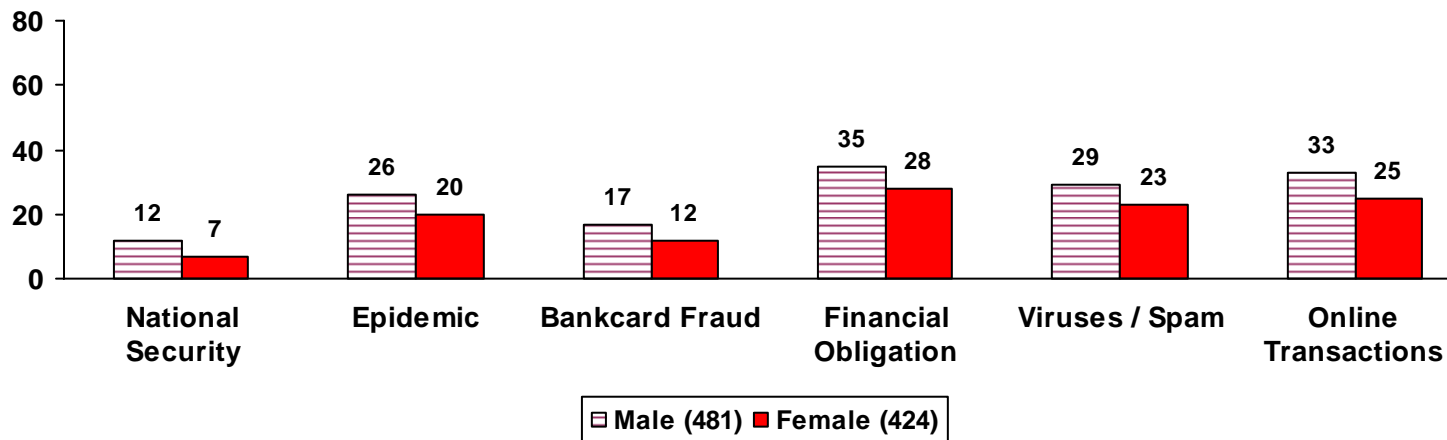


Chart 11: Percent "Not" concerned (security threats with significant differences between gender groups)

HOW DEMOGRAPHIC DIFFERENCES INFLUENCE SECURITY CONCERNS: RACE

For six threats, Blacks are consistently more concerned (top two box) than are Whites. Hispanic are more concerned than are Whites concerning five of the six threats. Blacks and Hispanics worry more than whites about epidemics, bankcard fraud, meeting financial obligations, the safety of online transactions and personal safety.

Since the baseline survey, levels of concern about bankcard fraud, identity theft and personal safety have trended downward. These trends have occurred across the different racial groups – no single racial group has dropped significantly since the baseline survey.

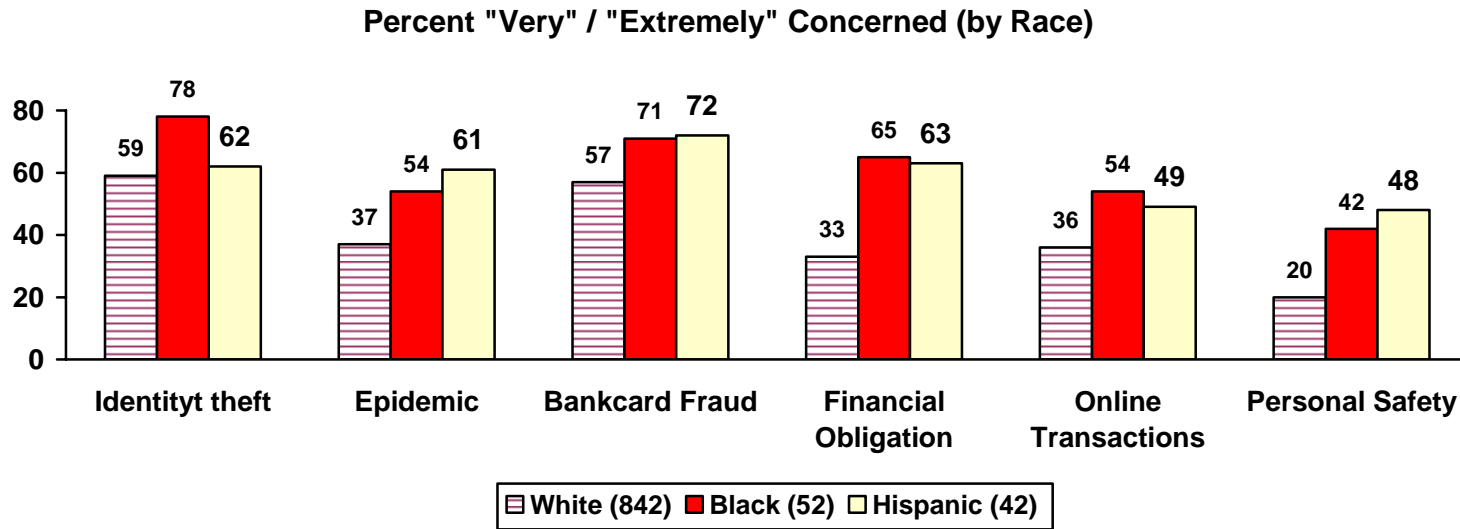


Chart 12: Percent "Extremely" or "Very" concerned (security threats with significant differences between racial groups)

HOW DEMOGRAPHIC DIFFERENCES INFLUENCE SECURITY CONCERNS: REGION

For six of the security threats, respondents in the Midwest worry the least. Typically, Southerners and/or Westerners are significantly more concerned than Midwesterners. Relative to the other regions, Midwesterners are noticeably more blasé with respect to meeting financial obligations.

Percent "Extremely" or "Very" Concerned (by Region)

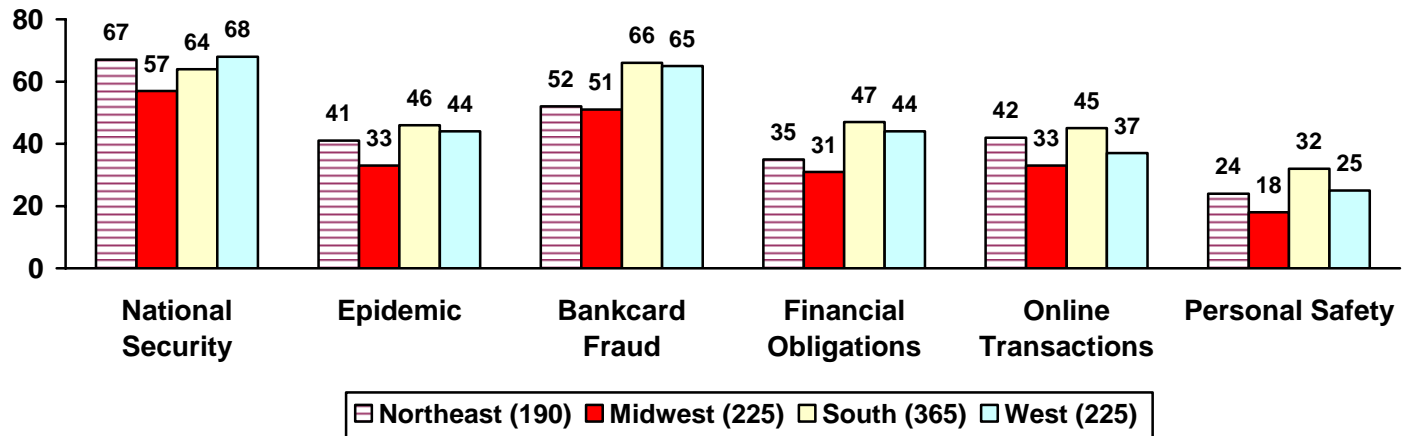


Chart 13: Percent "Extremely" concerned (security threats with significant differences between regions)

SUPPLEMENTAL QUESTIONS

ISSUE: WHICH OF THE FOLLOWING WOULD YOU BE WILLING TO USE TO VERIFY YOUR IDENTITY WITH BANKS, GOVERNMENT AGENCIES AND OTHER ORGANIZATIONS TO PREVENT FRADULENT MISUSE OF YOUR PERSONAL INFORMATION?

The majority of Americans are willing to allow banks, government agencies and other organizations to ask them for personal data in order to verify their identity – but this willingness is far from universal. Three quarters are willing to provide personal passwords and fingerprint scans. However, willingness drops for relatively novel scans of the voice and various physical characteristics. Less than half say they would be willing to let organizations scan the blood vessels in their hands.

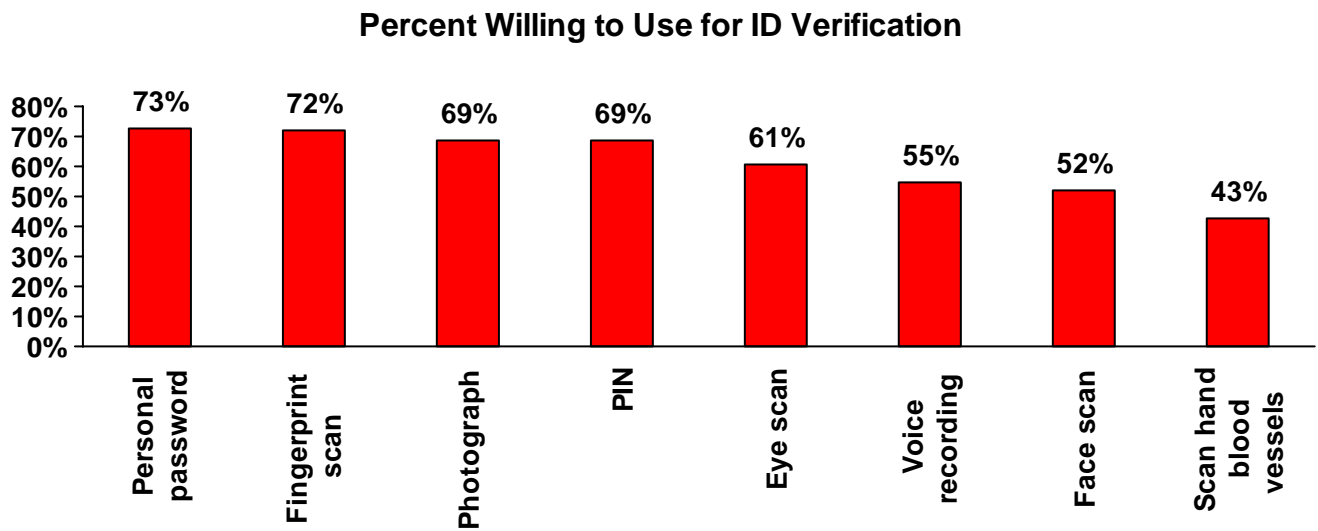


Chart 14: Percent saying they would allow different verification methods

HOW DEMOGRAPHIC DIFFERENCES INFLUENCE WILLINGNESS TO VERIFY IDENTITY: AGE

For six of the verification methods, different age groups display varying levels of willingness to allow their identities to be verified. On the whole, middle-aged Americans are more willing to allow verification methods than are younger Americans aged 18-24 or senior citizens aged 65+. This is particularly the case for hand scans.

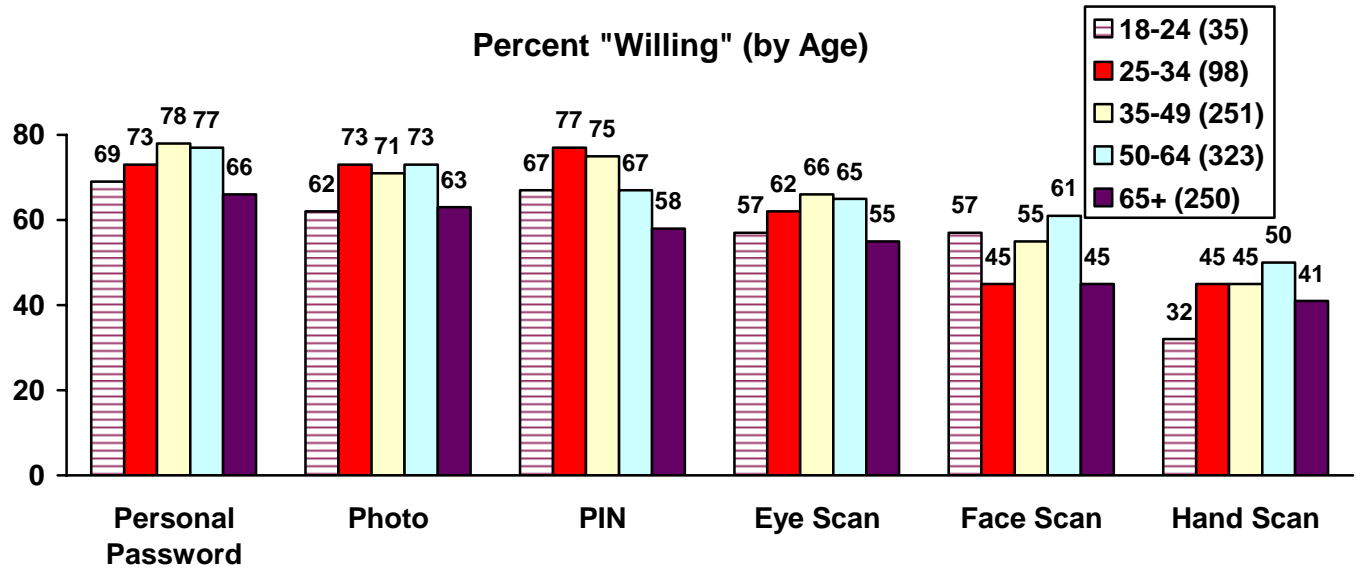


Chart 15: Percent saying they would allow different verification methods (methods with significant differences between age groups)

HOW DEMOGRAPHIC DIFFERENCES INFLUENCE WILLINGNESS TO VERIFY IDENTITY: HOUSEHOLD INCOME

Income is associated with differences in willingness to agree to four of the identity verification methods. In general, Americans with incomes over \$50,000 are most inclined to cooperate with identity verification. Respondents with incomes of \$40-\$49,000 are less approving, except in the case of providing a personal password or PIN.

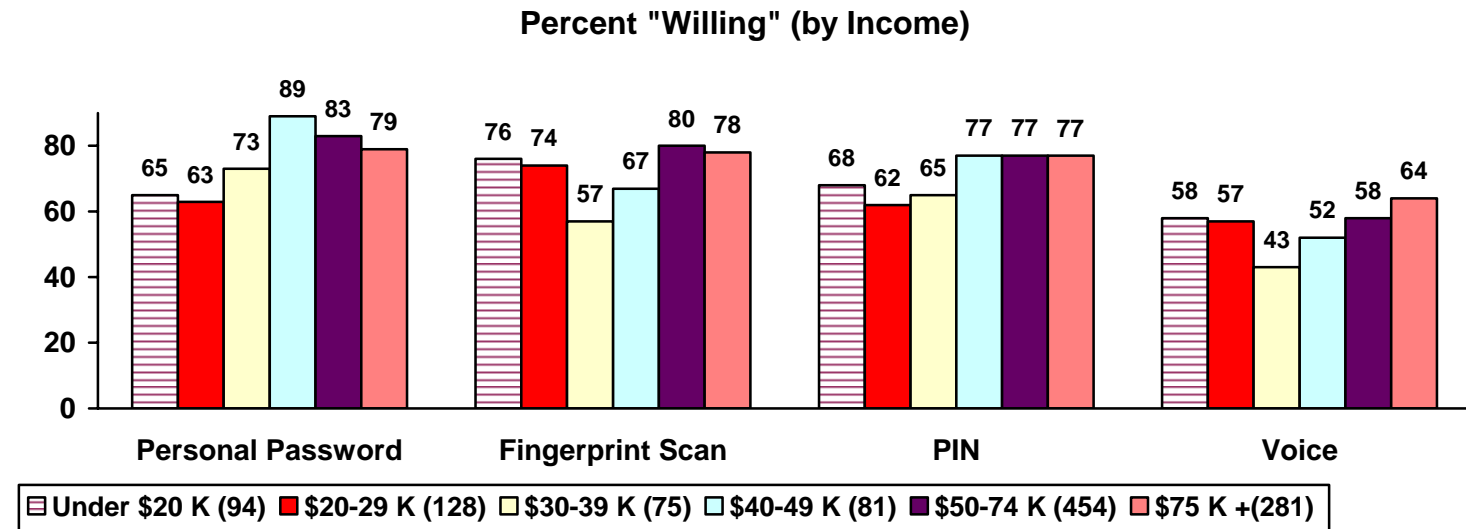


Chart 16: Percent saying they would allow different verification methods (methods with significant differences between income groups)

HOW DEMOGRAPHIC DIFFERENCES INFLUENCE WILLINGNESS TO VERIFY IDENTITY: GENDER

Willingness to verify identity is similar among men and women. The latter are somewhat less open to verification using eye scans or scans of the blood vessels in the hand, but gender is otherwise not a significant contributor to willingness.

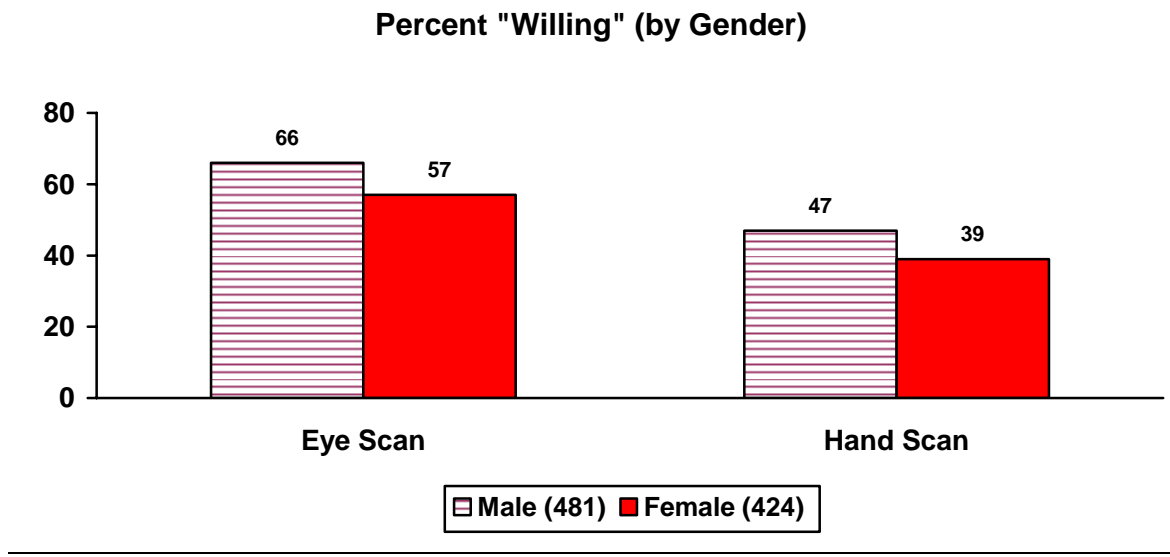


Chart 17: Percent saying they would allow different verification methods (methods with significant differences between regions)

HOW DEMOGRAPHIC DIFFERENCES INFLUENCE WILLINGNESS TO VERIFY IDENTITY: REGION

Willingness frequently varies between regions. Northeasterners tend to lag in willingness, except in the case of eye scans.

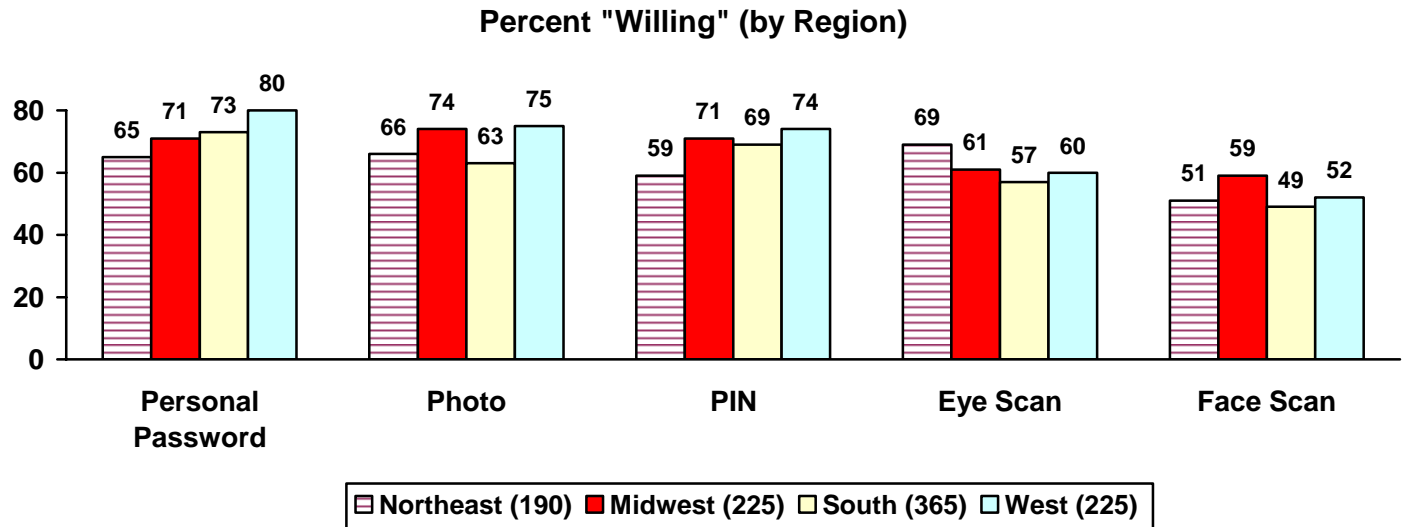


Chart 18: Percent "Extremely" concerned (security threats with significant differences between regions)

About Lieberman Research Group

Lieberman Research Group is a top-ranked and nationally recognized market research organization serving the business-to-business and consumer markets. Founded in 1966, it is now a \$30 million custom research company. Interviewing facilities in Manhattan and Brooklyn have the capability to conduct interviews in 20+ languages.

Lieberman Research is the only U.S. member of The Global Research Alliance – an international consortium of independent market research firms in over 20 countries that provides access to interviewing facilities internationally as well as local knowledge and input critical to successful international studies.

Through its research in the U.S. and worldwide, Lieberman Research provides custom research and information analysis to its clients on a wide range of issues including customer and employee satisfaction, loyalty, multicultural and ethnic marketing, new product development, public policy, advertising, public relations and many others.

Lieberman Research Group is a proud member of the Council of American Survey Research Organizations (CASRO). As one of over 150 CASRO member companies nationwide, we subscribe to the CASRO Code of Standards for Survey Research. This code, intended to foster the highest standards of ethical conduct in the practice of survey research, protects our clients and helps ensure an environment in which the public, our source of information in most surveys, respects and cooperates with the opinion research process.

While non-members also may subscribe to the same high standards as CASRO members, membership in CASRO is an indication that our company takes seriously its obligation to conduct its business in accordance with the highest ethical standards.



www.casro.org