

Phishing Survey

Fieldwork : February 8th-9th 2006

Absolutes/col percents

Table 1

Q.1 I am going to read you a list of terms related to the Internet. For each of the following can you tell me whether a) you understand them, b) you've heard of them but are not quite sure what they mean, or c) you've never heard of them?

Base: All respondents

| | Sex | | Age | | | | | | Social Class | | | | Region | | | | | |
|---|------------|------------|------------|-----------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|------------|------------|----------------|--------------------|-----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Unweighted base | 1021 | 429 | 592 | 97 | 180 | 223 | 194 | 158 | 169 | 294 | 214 | 191 | 322 | 266 | 266 | 256 | 141 | 92 |
| Weighted base | 1021 | 490 | 531 | 112 | 174 | 204 | 174 | 153 | 204 | 255 | 296 | 214 | 255 | 272 | 266 | 251 | 142 | 90 |
| Phishing | | | | | | | | | | | | | | | | | | |
| You understand it | 184 18% | 114 23% | 71 13% | 22 20% | 44 25% | 41 20% | 34 19% | 26 17% | 18 9% | 62 24% | 50 17% | 36 17% | 36 14% | 48 18% | 48 18% | 48 19% | 24 17% | 16 18% |
| You've heard of it but are not quite sure what it means | 124 12% | 64 13% | 60 11% | 7 6% | 23 13% | 27 13% | 26 15% | 21 14% | 20 10% | 30 12% | 42 14% | 17 8% | 34 13% | 29 11% | 35 13% | 41 16% | 12 8% | 8 9% |
| You've never heard of it | 713 70% | 312 64% | 401 75% | 84 74% | 107 62% | 136 67% | 114 65% | 106 69% | 165 81% | 163 64% | 204 69% | 161 75% | 185 72% | 195 72% | 183 69% | 163 65% | 106 75% | 66 73% |
| Virus | | | | | | | | | | | | | | | | | | |
| You understand it | 775 76% | 369 75% | 407 77% | 99 88% | 148 85% | 182 89% | 141 81% | 110 72% | 95 47% | 226 88% | 231 78% | 162 76% | 157 61% | 220 81% | 196 74% | 186 74% | 111 78% | 62 69% |
| You've heard of it but are not quite sure what it means | 114 11% | 54 11% | 60 11% | 6 5% | 13 8% | 8 4% | 23 13% | 24 16% | 40 20% | 12 5% | 29 10% | 32 15% | 42 16% | 24 9% | 31 12% | 26 11% | 20 14% | 13 15% |
| You've never heard of it | 131 13% | 67 14% | 64 12% | 7 6% | 13 7% | 15 7% | 9 5% | 19 12% | 69 34% | 17 7% | 36 12% | 20 10% | 57 22% | 28 10% | 39 14% | 39 15% | 11 8% | 15 17% |
| Spam | | | | | | | | | | | | | | | | | | |
| You understand it | 571 56% | 307 63% | 264 50% | 71 63% | 123 71% | 145 71% | 102 59% | 73 48% | 57 28% | 194 76% | 183 62% | 103 48% | 91 36% | 170 63% | 142 54% | 136 54% | 75 53% | 48 53% |
| You've heard of it but are not quite sure what it means | 169 17% | 66 13% | 103 19% | 25 22% | 23 13% | 25 12% | 29 17% | 31 20% | 36 18% | 20 8% | 52 18% | 48 22% | 49 19% | 38 14% | 46 17% | 49 20% | 21 15% | 15 16% |
| You've never heard of it | 281 27% | 117 24% | 164 31% | 17 15% | 27 15% | 34 17% | 43 25% | 50 32% | 111 54% | 41 16% | 61 21% | 63 30% | 115 45% | 64 23% | 77 29% | 66 26% | 46 32% | 27 30% |

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Base: All respondents

| | Sex | | Age | | | | | | Social Class | | | | Region | | | | | |
|---|------------|------------|------------|-----------|------------|------------|------------|-----------|--------------|------------|------------|------------|------------|------------|------------|----------------|--------------------|-----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Weighted base | 1021 | 490 | 531 | 112 | 174 | 204 | 174 | 153 | 204 | 255 | 296 | 214 | 255 | 272 | 266 | 251 | 142 | 90 |
| Firewall | | | | | | | | | | | | | | | | | | |
| You understand it | 566 55% | 317 65% | 249 47% | 69 62% | 125 72% | 161 79% | 104 60% | 65 43% | 40 20% | 188 73% | 176 59% | 111 52% | 92 36% | 159 59% | 145 55% | 138 55% | 78 55% | 45 50% |
| You've heard of it but are not quite sure what it means | 102 10% | 33 7% | 69 13% | 17 15% | 22 12% | 15 7% | 22 13% | 16 10% | 10 5% | 20 8% | 33 11% | 22 10% | 27 11% | 28 10% | 30 11% | 17 7% | 18 12% | 9 10% |
| You've never heard of it | 354 35% | 140 29% | 213 40% | 26 23% | 26 15% | 28 14% | 47 27% | 72 47% | 154 76% | 48 19% | 88 30% | 81 38% | 137 54% | 85 31% | 90 34% | 97 38% | 46 32% | 36 40% |
| Spyware | | | | | | | | | | | | | | | | | | |
| You understand it | 408 40% | 239 49% | 169 32% | 68 60% | 103 59% | 111 55% | 66 38% | 42 27% | 18 9% | 144 57% | 128 43% | 75 35% | 61 24% | 118 43% | 102 38% | 97 39% | 59 41% | 33 36% |
| You've heard of it but are not quite sure what it means | 120 12% | 47 10% | 72 14% | 15 14% | 18 10% | 38 18% | 19 11% | 18 11% | 13 6% | 24 9% | 39 13% | 28 13% | 28 11% | 30 11% | 31 12% | 35 14% | 13 9% | 12 13% |
| You've never heard of it | 493 48% | 204 42% | 289 54% | 29 26% | 53 31% | 55 27% | 89 51% | 94 61% | 173 85% | 87 34% | 129 43% | 111 52% | 166 65% | 125 46% | 133 50% | 119 47% | 70 49% | 45 51% |
| Trojan | | | | | | | | | | | | | | | | | | |
| You understand it | 326 32% | 209 43% | 116 22% | 43 38% | 71 41% | 98 48% | 60 34% | 38 25% | 16 8% | 121 47% | 93 31% | 59 27% | 53 21% | 91 33% | 83 31% | 85 34% | 41 29% | 26 29% |
| You've heard of it but are not quite sure what it means | 157 15% | 70 14% | 88 16% | 22 20% | 29 17% | 34 17% | 31 18% | 21 14% | 19 9% | 45 18% | 51 17% | 28 13% | 33 13% | 46 17% | 32 12% | 42 17% | 26 18% | 11 12% |
| You've never heard of it | 538 53% | 211 43% | 327 62% | 47 42% | 74 43% | 72 35% | 82 47% | 93 61% | 169 83% | 90 35% | 152 51% | 127 59% | 169 66% | 135 50% | 150 57% | 124 49% | 75 53% | 53 60% |

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Q.1 I am going to read you a list of terms related to the Internet. For each of the following can you tell me whether a) you understand them, b) you've heard of them but are not quite sure what they mean, or c) you've never heard of them?

Base: All respondents

| | Sex | | Age | | | | | | Social Class | | | | Region | | | | | |
|---|------------|------------|------------|-----------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|------------|------------|----------------|--------------------|-----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Weighted base | 1021 | 490 | 531 | 112 | 174 | 204 | 174 | 153 | 204 | 255 | 296 | 214 | 255 | 272 | 266 | 251 | 142 | 90 |
| <u>Rogue Dialler</u> | | | | | | | | | | | | | | | | | | |
| You understand it | 182 18% | 126 26% | 55 10% | 13 12% | 47 27% | 49 24% | 33 19% | 23 15% | 16 8% | 80 31% | 53 18% | 22 10% | 26 10% | 43 16% | 46 17% | 43 17% | 31 22% | 19 21% |
| You've heard of it but are not quite sure what it means | 118 12% | 61 13% | 56 11% | 18 16% | 17 10% | 32 16% | 18 11% | 18 12% | 15 7% | 32 12% | 31 11% | 27 13% | 27 11% | 28 10% | 30 11% | 38 15% | 16 12% | 5 6% |
| You've never heard of it | 722 71% | 302 62% | 419 79% | 81 72% | 110 63% | 123 60% | 122 70% | 112 73% | 173 85% | 143 56% | 212 72% | 165 77% | 202 79% | 201 74% | 190 71% | 170 68% | 95 67% | 66 74% |
| <u>Pop-Ups</u> | | | | | | | | | | | | | | | | | | |
| You understand it | 578 57% | 298 61% | 280 53% | 89 79% | 131 76% | 159 78% | 103 59% | 64 42% | 31 15% | 194 76% | 177 60% | 117 55% | 90 35% | 161 59% | 152 57% | 136 54% | 78 55% | 50 56% |
| You've heard of it but are not quite sure what it means | 95 9% | 38 8% | 57 11% | 10 9% | 13 8% | 13 7% | 20 11% | 15 10% | 24 12% | 14 5% | 31 10% | 16 7% | 35 14% | 25 9% | 22 8% | 24 10% | 15 11% | 8 9% |
| You've never heard of it | 348 34% | 154 31% | 195 37% | 14 12% | 29 17% | 32 16% | 51 29% | 74 48% | 149 73% | 48 19% | 88 30% | 82 38% | 131 51% | 86 31% | 93 35% | 91 36% | 49 34% | 31 34% |

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Base: All respondents

| | Total | Internet Access | | | | | | | |
|---|------------|-----------------|--------------|--------------|------------|-----------|-----------------------------|----------------|------------|
| | | At all | NET: At home | NET: At work | At home | At work | Both at home and at work | Somewhere else | Not at all |
| Unweighted base | 1021 | 726 | 617 | 347 | 343 | 73 | 274 | 36 | 292 |
| Weighted base | 1021 | 718 | 615 | 338 | 345 | 68 | 270 | 35 | 301 |
| Phishing | | | | | | | | | |
| You understand it | 184 18% | 163 23% | 147 24% | 87 26% | 69 20% | 10 14% | 78 29% | 7 19% | 21 7% |
| You've heard of it but are not quite sure what it means | 124 12% | 95 13% | 82 13% | 48 14% | 38 11% | 4 6% | 44 16% | 9 25% | 29 10% |
| You've never heard of it | 713 70% | 461 64% | 386 63% | 203 60% | 238 69% | 55 80% | 148 55% | 20 56% | 250 83% |
| Virus | | | | | | | | | |
| You understand it | 775 76% | 636 89% | 544 88% | 316 94% | 292 85% | 64 95% | 252 93% | 28 79% | 138 46% |
| You've heard of it but are not quite sure what it means | 114 11% | 41 6% | 33 5% | 11 3% | 23 7% | 1 1% | 11 4% | 7 20% | 73 24% |
| You've never heard of it | 131 13% | 41 6% | 38 6% | 10 3% | 30 9% | 3 4% | 7 3% | 1 2% | 89 30% |
| Spam | | | | | | | | | |
| You understand it | 571 56% | 511 71% | 456 74% | 264 78% | 233 68% | 41 60% | 223 83% | 13 38% | 59 20% |
| You've heard of it but are not quite sure what it means | 169 17% | 105 15% | 85 14% | 36 11% | 60 17% | 11 17% | 25 9% | 9 25% | 64 21% |
| You've never heard of it | 281 27% | 102 14% | 73 12% | 37 11% | 52 15% | 16 23% | 22 8% | 13 37% | 178 59% |

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Base: All respondents

| | Total | Internet Access | | | | | | | |
|---|------------|-----------------|--------------|--------------|------------|-----------|-----------------------------|----------------|------------|
| | | At all | NET: At home | NET: At work | At home | At work | Both at home and at work | Somewhere else | Not at all |
| Weighted base | 1021 | 718 | 615 | 338 | 345 | 68 | 270 | 35 | 301 |
| <u>Firewall</u> | | | | | | | | | |
| You understand it | 566 55% | 523 73% | 470 76% | 271 80% | 242 70% | 43 63% | 228 85% | 10 28% | 42 14% |
| You've heard of it but are not quite sure what it means | 102 10% | 79 11% | 61 10% | 30 9% | 41 12% | 11 16% | 20 7% | 8 22% | 23 8% |
| You've never heard of it | 354 35% | 116 16% | 84 14% | 36 11% | 62 18% | 14 21% | 22 8% | 18 50% | 236 79% |
| <u>Spyware</u> | | | | | | | | | |
| You understand it | 408 40% | 399 56% | 360 59% | 214 63% | 178 51% | 31 46% | 183 68% | 7 19% | 9 3% |
| You've heard of it but are not quite sure what it means | 120 12% | 96 13% | 77 13% | 37 11% | 48 14% | 8 12% | 29 11% | 11 31% | 24 8% |
| You've never heard of it | 493 48% | 224 31% | 178 29% | 86 26% | 120 35% | 29 42% | 57 21% | 17 50% | 268 89% |
| <u>Trojan</u> | | | | | | | | | |
| You understand it | 326 32% | 313 44% | 291 47% | 173 51% | 136 39% | 19 27% | 155 57% | 4 10% | 12 4% |
| You've heard of it but are not quite sure what it means | 157 15% | 124 17% | 98 16% | 61 18% | 55 16% | 18 26% | 43 16% | 8 23% | 33 11% |
| You've never heard of it | 538 53% | 281 39% | 226 37% | 103 31% | 155 45% | 32 46% | 72 27% | 23 67% | 255 85% |

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Base: All respondents

| | Total | Internet Access | | | | | | | |
|---|------------|-----------------|--------------|--------------|------------|-----------|-----------------------------|----------------|------------|
| | | At all | NET: At home | NET: At work | At home | At work | Both at home and at work | Somewhere else | Not at all |
| Weighted base | 1021 | 718 | 615 | 338 | 345 | 68 | 270 | 35 | 301 |
| <u>Rogue Dialler</u> | | | | | | | | | |
| You understand it | 182 18% | 167 23% | 151 25% | 98 29% | 64 19% | 11 16% | 87 32% | 6 16% | 14 5% |
| You've heard of it but are not quite sure what it means | 118 12% | 96 13% | 86 14% | 53 16% | 39 11% | 5 8% | 47 18% | 5 13% | 21 7% |
| You've never heard of it | 722 71% | 455 63% | 378 61% | 187 55% | 242 70% | 52 76% | 135 50% | 25 71% | 265 88% |
| <u>Pop-Ups</u> | | | | | | | | | |
| You understand it | 578 57% | 541 75% | 480 78% | 277 82% | 249 72% | 47 68% | 230 85% | 14 41% | 36 12% |
| You've heard of it but are not quite sure what it means | 95 9% | 58 8% | 47 8% | 17 5% | 33 10% | 3 5% | 14 5% | 8 23% | 37 12% |
| You've never heard of it | 348 34% | 119 17% | 89 14% | 44 13% | 63 18% | 18 27% | 25 9% | 13 36% | 228 76% |

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Table 2

Q.2 If someone has been phished, what do you think has happened to them?**Base: All respondents**

| | Sex | | | Age | | | | | | Social Class | | | | Region | | | | |
|--|------------|------------|------------|-----------|------------|------------|------------|-----------|-----------|--------------|------------|------------|------------|------------|------------|----------------|--------------------|-----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Unweighted base | 1021 | 429 | 592 | 97 | 180 | 223 | 194 | 158 | 169 | 294 | 214 | 191 | 322 | 266 | 266 | 256 | 141 | 92 |
| Weighted base | 1021 | 490 | 531 | 112 | 174 | 204 | 174 | 153 | 204 | 255 | 296 | 214 | 255 | 272 | 266 | 251 | 142 | 90 |
| They have been tricked into giving away their personal details (such as their credit card number, address, password) in an email or online | 612 60% | 312 64% | 300 57% | 82 73% | 116 67% | 145 71% | 103 59% | 91 59% | 76 37% | 174 68% | 180 61% | 124 58% | 134 53% | 170 63% | 152 57% | 143 57% | 94 66% | 53 59% |
| They have been approached by a headhunter who found their CV online and keeps sending job descriptions without asking | 61 6% | 29 6% | 32 6% | 6 5% | 13 7% | 9 4% | 13 8% | 11 7% | 10 5% | 12 5% | 17 6% | 12 6% | 20 8% | 15 6% | 21 8% | 18 7% | 4 3% | 3 4% |
| An old school friend has found their details online and contacted them | 31 3% | 23 5% | 8 2% | 7 6% | 6 4% | 9 5% | 2 1% | - - | 7 3% | 9 4% | 9 3% | 4 2% | 8 3% | 10 4% | 7 3% | 6 3% | 6 4% | 2 2% |
| They have been asked to share some gossip via email or on the Web | 17 2% | 4 1% | 13 2% | 1 1% | 5 3% | 2 1% | 4 2% | 3 2% | 3 1% | 6 2% | 6 2% | 3 1% | 3 1% | 5 2% | 6 2% | 4 2% | 2 1% | - - |
| None of these | 18 2% | 11 2% | 7 1% | - - | 2 1% | 1 * | 2 1% | 1 * | 13 6% | 3 1% | 7 2% | 2 1% | 6 3% | 5 2% | 5 2% | 5 2% | 3 2% | - - |
| Don't know | 281 28% | 111 23% | 170 32% | 16 15% | 32 18% | 39 19% | 50 29% | 48 31% | 96 47% | 51 20% | 77 26% | 69 32% | 83 33% | 67 25% | 75 28% | 74 29% | 34 24% | 32 35% |

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Q.2 If someone has been phished, what do you think has happened to them?**Base: All respondents**

| | Total | Internet Access | | | | | | | Not at all |
|--|------------|-----------------|--------------|--------------|------------|-----------|--------------------------|----------------|------------|
| | | At all | NET: At home | NET: At work | At home | At work | Both at home and at work | Somewhere else | |
| Unweighted base | 1021 | 726 | 617 | 347 | 343 | 73 | 274 | 36 | 292 |
| Weighted base | 1021 | 718 | 615 | 338 | 345 | 68 | 270 | 35 | 301 |
| They have been tricked into giving away their personal details (such as their credit card number, address, password) in an email or online | 612 60% | 509 71% | 440 72% | 260 77% | 225 65% | 45 66% | 215 80% | 24 67% | 103 34% |
| They have been approached by a headhunter who found their CV online and keeps sending job descriptions without asking | 61 6% | 37 5% | 28 4% | 15 4% | 21 6% | 8 12% | 7 3% | 1 3% | 24 8% |
| An old school friend has found their details online and contacted them | 31 3% | 21 3% | 20 3% | 6 2% | 14 4% | - - | 6 2% | 1 3% | 10 3% |
| They have been asked to share some gossip via email or on the Web | 17 2% | 11 1% | 9 2% | 8 2% | 3 1% | 1 2% | 6 2% | - - | 6 2% |
| None of these | 18 2% | 7 1% | 7 1% | 1 * | 6 2% | - - | 1 * | - - | 12 4% |
| Don't know | 281 28% | 134 19% | 111 18% | 48 14% | 76 22% | 13 20% | 35 13% | 9 27% | 145 48% |

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Table 2

Q.2 If someone has been phished, what do you think has happened to them?**Base: All respondents**

| | Q.1 Understanding of terms related to the internet | | | | | | | | | | | | | | | | | | | | | | | | |
|--|--|----------------|-----------|----------------|----------------|-----------|----------------|----------------|-----------|----------------|----------------|-----------|----------------|----------------|-----------|----------------|----------------|------------|----------------|----------------|-----------|----------------|----------------|-----------|----------------|
| | Total | Phishing | | | Virus | | | Spam | | | Firewall | | | Spyware | | | Trojan | | | Rogue Dialler | | | Pop-Ups | | |
| | | Under-stand it | Heard of | Never heard of | Under-stand it | Heard of | Never heard of | Under-stand it | Heard of | Never heard of | Under-stand it | Heard of | Never heard of | Under-stand it | Heard of | Never heard of | Under-stand it | Heard of | Never heard of | Under-stand it | Heard of | Never heard of | Under-stand it | Heard of | Never heard of |
| Unweighted base | 1021 | 180 | 134 | 707 | 782 | 113 | 126 | 565 | 168 | 288 | 563 | 106 | 352 | 408 | 123 | 490 | 325 | 162 | 534 | 176 | 120 | 725 | 580 | 96 | 345 |
| Weighted base | 1021 | 184 | 124 | 713 | 775 | 114 | 131 | 571 | 169 | 281 | 566 | 102 | 354 | 408 | 120 | 493 | 326 | 157 | 538 | 182 | 118 | 722 | 578 | 95 | 348 |
| They have been tricked into giving away their personal details (such as their credit card number, address, password) in an email or online | 612 60% | 140 76% | 87 70% | 385 54% | 527 68% | 47 41% | 38 29% | 422 74% | 89 53% | 101 36% | 429 76% | 60 59% | 123 35% | 322 79% | 70 58% | 221 45% | 266 82% | 105 67% | 242 45% | 155 85% | 88 74% | 370 51% | 434 75% | 54 57% | 124 36% |
| They have been approached by a headhunter who found their CV online and keeps sending job descriptions without asking | 61 6% | 12 6% | 7 6% | 42 6% | 45 6% | 9 8% | 6 5% | 25 4% | 17 10% | 20 7% | 24 4% | 8 8% | 29 8% | 17 4% | 9 8% | 35 7% | 14 4% | 12 7% | 36 7% | 4 2% | 9 8% | 48 7% | 27 5% | 7 7% | 27 8% |
| An old school friend has found their details online and contacted them | 31 3% | 2 1% | 3 2% | 26 4% | 14 2% | 7 6% | 10 8% | 10 2% | 5 3% | 16 6% | 11 2% | 2 2% | 19 5% | 8 2% | 4 3% | 19 4% | 3 1% | 4 2% | 24 4% | 3 2% | 5 4% | 24 3% | 12 2% | 3 3% | 16 5% |
| They have been asked to share some gossip via email or on the Web | 17 2% | 5 3% | 4 3% | 8 1% | 12 1% | 4 4% | 1 1% | 4 1% | 6 4% | 7 2% | 5 1% | 4 4% | 8 2% | 5 1% | 1 1% | 11 2% | 5 1% | 1 1% | 11 2% | 4 2% | 1 1% | 12 2% | 7 1% | - | 11 3% |
| None of these | 18 2% | 3 1% | - | 15 2% | 11 1% | - | 8 6% | 13 2% | 1 * | 5 2% | 8 1% | - | 10 3% | 5 1% | - | 14 3% | 1 * | 1 1% | 15 3% | 1 1% | 2 2% | 15 2% | 6 1% | 3 3% | 10 3% |
| Don't know | 281 28% | 22 12% | 23 18% | 237 33% | 167 22% | 46 41% | 68 51% | 97 17% | 52 30% | 132 47% | 89 16% | 28 27% | 165 47% | 53 13% | 36 30% | 193 39% | 37 11% | 35 22% | 210 39% | 15 8% | 13 11% | 253 35% | 92 16% | 28 29% | 162 46% |

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Table 3
Q.3 What is spyware?
Base: All respondents

| | Sex | | Age | | | | | | | Social Class | | | | Region | | | | |
|--|------------|------------|------------|-----------|------------|------------|-----------|-----------|------------|--------------|------------|-----------|------------|------------|------------|----------------|--------------------|-----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Unweighted base | 1021 | 429 | 592 | 97 | 180 | 223 | 194 | 158 | 169 | 294 | 214 | 191 | 322 | 266 | 266 | 256 | 141 | 92 |
| Weighted base | 1021 | 490 | 531 | 112 | 174 | 204 | 174 | 153 | 204 | 255 | 296 | 214 | 255 | 272 | 266 | 251 | 142 | 90 |
| It's downloaded software that secretly monitors the websites you visit | 491 48% | 269 55% | 222 42% | 79 70% | 116 67% | 123 60% | 73 42% | 66 43% | 35 17% | 159 62% | 155 52% | 99 46% | 78 30% | 136 50% | 126 47% | 126 50% | 64 45% | 38 43% |
| It's a piece of software you can download in order to spy on unfaithful partners | 60 6% | 29 6% | 31 6% | 7 6% | 16 9% | 9 5% | 13 8% | 4 3% | 10 5% | 8 3% | 21 7% | 16 7% | 16 6% | 13 5% | 20 7% | 13 5% | 8 5% | 6 7% |
| It's when online shops send you lots of unsolicited special offers | 57 6% | 21 4% | 36 7% | 9 8% | 8 5% | 10 5% | 11 6% | 10 6% | 10 5% | 11 4% | 12 4% | 11 5% | 23 9% | 11 4% | 16 6% | 14 6% | 8 6% | 8 9% |
| It's threatening messages sent to you anonymously via email | 54 5% | 23 5% | 31 6% | 6 5% | 6 3% | 16 8% | 10 5% | 5 3% | 12 6% | 14 5% | 14 5% | 9 4% | 17 7% | 20 7% | 10 4% | 15 6% | 7 5% | 3 3% |
| None of these | 28 3% | 18 4% | 10 2% | - - | 6 3% | 3 1% | 5 3% | 3 2% | 12 6% | 4 2% | 12 4% | 1 1% | 10 4% | 13 5% | 5 2% | 8 3% | 3 2% | - - |
| Don't know | 331 32% | 129 26% | 202 38% | 13 12% | 23 13% | 43 21% | 62 36% | 66 43% | 125 61% | 60 24% | 83 28% | 78 36% | 111 43% | 79 29% | 90 34% | 75 30% | 53 37% | 35 39% |

Phishing Survey

Fieldwork : February 8th-9th 2006

Absolutes/col percents

Table 3
Q.3 What is spyware?
Base: All respondents

| | Internet Access | | | | | | | | |
|--|-----------------|------------|--------------|--------------|------------|-----------|-----------------------------|----------------|------------|
| | Total | At all | NET: At home | NET: At work | At home | At work | Both at home and at work | Somewhere else | Not at all |
| Unweighted base | 1021 | 726 | 617 | 347 | 343 | 73 | 274 | 36 | 292 |
| Weighted base | 1021 | 718 | 615 | 338 | 345 | 68 | 270 | 35 | 301 |
| It's downloaded software that secretly monitors the websites you visit | 491 48% | 446 62% | 394 64% | 225 67% | 206 60% | 38 55% | 188 70% | 15 42% | 44 15% |
| It's a piece of software you can download in order to spy on unfaithful partners | 60 6% | 44 6% | 33 5% | 21 6% | 17 5% | 5 7% | 16 6% | 6 17% | 16 5% |
| It's when online shops send you lots of unsolicited special offers | 57 6% | 36 5% | 27 4% | 11 3% | 20 6% | 4 5% | 7 3% | 5 13% | 21 7% |
| It's threatening messages sent to you anonymously via email | 54 5% | 43 6% | 36 6% | 20 6% | 21 6% | 6 8% | 15 5% | 2 5% | 11 4% |
| None of these | 28 3% | 14 2% | 14 2% | 8 2% | 6 2% | - - | 8 3% | - - | 14 5% |
| Don't know | 331 32% | 136 19% | 112 18% | 53 16% | 75 22% | 16 24% | 36 13% | 8 22% | 194 64% |

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Table 3
Q.3 What is spyware?
Base: All respondents

| | Q.1 Understanding of terms related to the internet | | | | | | | | | | | | | | | | | | | | | | | | |
|--|--|----------------|-----------|----------------|----------------|-----------|----------------|----------------|-----------|----------------|----------------|-----------|----------------|----------------|-----------|----------------|----------------|-----------|----------------|----------------|-----------|----------------|----------------|-----------|----------------|
| | Total | Phishing | | | Virus | | | Spam | | | Firewall | | | Spyware | | | Trojan | | Rogue Dialler | | | Pop-Ups | | | |
| | | Under-stand it | Heard of | Never heard of | Under-stand it | Heard of | Never heard of | Under-stand it | Heard of | Never heard of | Under-stand it | Heard of | Never heard of | Under-stand it | Heard of | Never heard of | Under-stand it | Heard of | Never heard of | Under-stand it | Heard of | Never heard of | Under-stand it | Heard of | Never heard of |
| Unweighted base | 1021 | 180 | 134 | 707 | 782 | 113 | 126 | 565 | 168 | 288 | 563 | 106 | 352 | 408 | 123 | 490 | 325 | 162 | 534 | 176 | 120 | 725 | 580 | 96 | 345 |
| Weighted base | 1021 | 184 | 124 | 713 | 775 | 114 | 131 | 571 | 169 | 281 | 566 | 102 | 354 | 408 | 120 | 493 | 326 | 157 | 538 | 182 | 118 | 722 | 578 | 95 | 348 |
| It's downloaded software that secretly monitors the websites you visit | 491 48% | 123 67% | 72 58% | 296 41% | 440 57% | 25 22% | 26 20% | 386 68% | 64 38% | 41 15% | 399 71% | 37 37% | 54 15% | 330 81% | 61 51% | 99 20% | 250 77% | 96 61% | 145 27% | 143 79% | 77 66% | 270 37% | 397 69% | 38 40% | 55 16% |
| It's a piece of software you can download in order to spy on unfaithful partners | 60 6% | 17 9% | 9 7% | 34 5% | 38 5% | 12 10% | 10 8% | 27 5% | 12 7% | 20 7% | 27 5% | 8 8% | 25 7% | 25 6% | 3 2% | 32 6% | 19 6% | 7 4% | 33 6% | 10 6% | 9 7% | 41 6% | 33 6% | 8 8% | 19 5% |
| It's when online shops send you lots of unsolicited special offers | 57 6% | 5 3% | 5 4% | 47 7% | 40 5% | 10 9% | 8 6% | 15 3% | 19 11% | 22 8% | 24 4% | 9 9% | 24 7% | 15 4% | 11 9% | 31 6% | 13 4% | 7 4% | 37 7% | 8 4% | 7 6% | 42 6% | 25 4% | 10 10% | 23 7% |
| It's threatening messages sent to you anonymously via email | 54 5% | 9 5% | 3 3% | 42 6% | 42 5% | 6 5% | 6 5% | 27 5% | 10 6% | 17 6% | 25 4% | 9 9% | 21 6% | 20 5% | 4 3% | 31 6% | 17 5% | 4 3% | 33 6% | 8 4% | 4 3% | 43 6% | 25 4% | 6 7% | 23 7% |
| None of these | 28 3% | 3 2% | 1 1% | 24 3% | 24 3% | - - | 3 3% | 20 4% | 3 2% | 5 2% | 10 2% | 1 1% | 17 5% | 5 1% | 2 2% | 21 4% | 6 2% | 3 2% | 19 4% | 2 1% | - - | 26 4% | 14 2% | 4 4% | 10 3% |
| Don't know | 331 32% | 28 15% | 32 26% | 270 38% | 191 25% | 61 54% | 79 60% | 96 17% | 61 36% | 175 62% | 81 14% | 37 37% | 213 60% | 13 3% | 40 33% | 279 57% | 21 6% | 41 26% | 270 50% | 11 6% | 21 18% | 299 41% | 84 15% | 29 31% | 218 63% |

Phishing Survey

Fieldwork : February 8th-9th 2006

Absolutes/col percents

Table 4
Q.4 How concerned or not concerned are you about any of the following?
Base: All respondents

| | Sex | | Age | | | | | | Social Class | | | | Region | | | | | |
|---|-------|------|--------|-------|-------|-------|-------|-------|--------------|-----|-----|-----|--------|------------|-----------|----------------|--------------------|-----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Unweighted base | 1021 | 429 | 592 | 97 | 180 | 223 | 194 | 158 | 169 | 294 | 214 | 191 | 322 | 266 | 266 | 256 | 141 | 92 |
| Weighted base | 1021 | 490 | 531 | 112 | 174 | 204 | 174 | 153 | 204 | 255 | 296 | 214 | 255 | 272 | 266 | 251 | 142 | 90 |
| <u>Your personal details (such as your credit card number, address, passwords) falling into the wrong hands online</u> | | | | | | | | | | | | | | | | | | |
| NET: Concerned | 872 | 417 | 455 | 105 | 158 | 188 | 147 | 123 | 151 | 220 | 272 | 173 | 207 | 251 | 219 | 206 | 116 | 79 |
| | 85% | 85% | 86% | 94% | 91% | 92% | 85% | 81% | 74% | 86% | 92% | 81% | 81% | 92% | 82% | 82% | 82% | 89% |
| Very concerned | 714 | 334 | 379 | 77 | 119 | 150 | 132 | 106 | 130 | 168 | 219 | 149 | 178 | 206 | 185 | 163 | 99 | 61 |
| | 70% | 68% | 71% | 68% | 68% | 74% | 76% | 70% | 64% | 66% | 74% | 69% | 70% | 76% | 69% | 65% | 70% | 68% |
| Slightly concerned | 158 | 83 | 76 | 29 | 39 | 37 | 15 | 17 | 21 | 51 | 53 | 24 | 30 | 44 | 35 | 43 | 17 | 19 |
| | 16% | 17% | 14% | 25% | 23% | 18% | 9% | 11% | 10% | 20% | 18% | 11% | 12% | 16% | 13% | 17% | 12% | 21% |
| Not at all concerned | 81 | 42 | 39 | 4 | 14 | 11 | 14 | 12 | 26 | 23 | 15 | 23 | 20 | 14 | 26 | 27 | 13 | 1 |
| | 8% | 9% | 7% | 4% | 8% | 6% | 8% | 8% | 13% | 9% | 5% | 11% | 8% | 5% | 10% | 11% | 9% | 1% |
| Not applicable | 65 | 29 | 36 | 3 | 1 | 5 | 12 | 17 | 26 | 12 | 9 | 18 | 26 | 7 | 20 | 17 | 12 | 9 |
| | 6% | 6% | 7% | 3% | 1% | 2% | 7% | 11% | 13% | 5% | 3% | 8% | 10% | 2% | 7% | 7% | 8% | 11% |
| Don't know | 3 | 2 | 1 | - | - | * | 1 | - | 2 | - | - | 1 | 2 | * | 1 | 1 | 1 | - |
| | * | * | * | - | - | * | * | - | 1% | - | - | * | 1% | * | * | * | * | - |
| <u>The number of unsolicited (junk) emails you receive</u> | | | | | | | | | | | | | | | | | | |
| NET: Concerned | 644 | 297 | 348 | 74 | 114 | 138 | 112 | 98 | 109 | 166 | 193 | 135 | 150 | 189 | 160 | 153 | 93 | 50 |
| | 63% | 61% | 65% | 65% | 66% | 68% | 65% | 64% | 53% | 65% | 65% | 63% | 59% | 69% | 60% | 61% | 65% | 56% |
| Very concerned | 349 | 161 | 188 | 27 | 43 | 68 | 61 | 73 | 77 | 96 | 89 | 72 | 93 | 100 | 84 | 86 | 53 | 26 |
| | 34% | 33% | 35% | 24% | 25% | 33% | 35% | 48% | 38% | 38% | 30% | 33% | 36% | 37% | 31% | 34% | 38% | 29% |
| Slightly concerned | 295 | 136 | 159 | 47 | 71 | 70 | 51 | 25 | 32 | 70 | 104 | 64 | 57 | 89 | 76 | 67 | 40 | 24 |
| | 29% | 28% | 30% | 42% | 41% | 34% | 29% | 16% | 16% | 27% | 35% | 30% | 22% | 33% | 29% | 27% | 28% | 26% |
| Not at all concerned | 213 | 119 | 94 | 32 | 48 | 47 | 29 | 22 | 35 | 59 | 67 | 46 | 41 | 54 | 63 | 54 | 22 | 20 |
| | 21% | 24% | 18% | 29% | 27% | 23% | 17% | 14% | 17% | 23% | 23% | 22% | 16% | 20% | 24% | 22% | 15% | 23% |
| Not applicable | 157 | 73 | 85 | 7 | 12 | 18 | 30 | 32 | 59 | 29 | 35 | 32 | 61 | 28 | 41 | 42 | 27 | 19 |
| | 15% | 15% | 16% | 6% | 7% | 9% | 17% | 21% | 29% | 12% | 12% | 15% | 24% | 10% | 15% | 17% | 19% | 22% |
| Don't know | 6 | 2 | 5 | - | - | 1 | 2 | 2 | 2 | 1 | 1 | 1 | 4 | 1 | 3 | 2 | 1 | - |
| | 1% | * | 1% | - | - | 1% | 1% | 1% | 1% | * | * | * | 1% | * | 1% | 1% | * | - |

Phishing Survey

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Absolutes/col percents

Table 4
Q.4 How concerned or not concerned are you about any of the following?
Base: All respondents

| | Sex | | | Age | | | | | | Social Class | | | | Region | | | | |
|--|-------|------|--------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|------------|-----------|----------------|--------------------|-----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Weighted base | 1021 | 490 | 531 | 112 | 174 | 204 | 174 | 153 | 204 | 255 | 296 | 214 | 255 | 272 | 266 | 251 | 142 | 90 |
| Accidentally downloading files that can harm your computer | | | | | | | | | | | | | | | | | | |
| NET: Concerned | 668 | 322 | 346 | 101 | 131 | 164 | 120 | 91 | 60 | 188 | 212 | 136 | 132 | 196 | 165 | 158 | 93 | 55 |
| | 65% | 66% | 65% | 90% | 75% | 80% | 69% | 60% | 30% | 73% | 72% | 63% | 52% | 72% | 62% | 63% | 65% | 62% |
| Very concerned | 502 | 237 | 266 | 76 | 100 | 123 | 91 | 66 | 45 | 135 | 165 | 102 | 100 | 146 | 116 | 123 | 80 | 37 |
| | 49% | 48% | 50% | 67% | 58% | 60% | 52% | 43% | 22% | 53% | 56% | 48% | 39% | 54% | 44% | 49% | 56% | 41% |
| Slightly concerned | 166 | 86 | 80 | 26 | 30 | 41 | 29 | 25 | 15 | 52 | 47 | 34 | 33 | 50 | 49 | 35 | 13 | 19 |
| | 16% | 18% | 15% | 23% | 17% | 20% | 17% | 16% | 7% | 20% | 16% | 16% | 13% | 18% | 18% | 14% | 9% | 21% |
| Not at all concerned | 109 | 59 | 51 | 4 | 27 | 17 | 17 | 13 | 31 | 32 | 28 | 29 | 22 | 21 | 39 | 30 | 15 | 4 |
| | 11% | 12% | 10% | 4% | 16% | 9% | 10% | 8% | 15% | 12% | 9% | 13% | 8% | 8% | 15% | 12% | 11% | 5% |
| Not applicable | 219 | 101 | 118 | 7 | 14 | 22 | 34 | 41 | 101 | 34 | 51 | 43 | 92 | 51 | 54 | 55 | 29 | 29 |
| | 21% | 21% | 22% | 6% | 8% | 11% | 20% | 27% | 50% | 13% | 17% | 20% | 36% | 19% | 20% | 22% | 21% | 32% |
| Don't know | 24 | 7 | 17 | - | 1 | 1 | 3 | 8 | 12 | 2 | 6 | 7 | 10 | 4 | 7 | 7 | 5 | 1 |
| | 2% | 2% | 3% | - | 1% | * | 1% | 5% | 6% | 1% | 2% | 3% | 4% | 1% | 3% | 3% | 3% | 1% |
| A stranger accessing stuff you have stored on your computer (eg email, documents, photos) | | | | | | | | | | | | | | | | | | |
| NET: Concerned | 665 | 306 | 359 | 91 | 133 | 157 | 121 | 93 | 71 | 177 | 211 | 139 | 138 | 189 | 167 | 164 | 91 | 54 |
| | 65% | 62% | 68% | 81% | 77% | 77% | 69% | 61% | 35% | 70% | 71% | 65% | 54% | 70% | 63% | 65% | 64% | 61% |
| Very concerned | 518 | 224 | 294 | 72 | 99 | 115 | 94 | 75 | 62 | 134 | 166 | 108 | 110 | 147 | 129 | 127 | 77 | 39 |
| | 51% | 46% | 55% | 64% | 57% | 56% | 54% | 49% | 30% | 53% | 56% | 50% | 43% | 54% | 48% | 50% | 54% | 43% |
| Slightly concerned | 147 | 82 | 65 | 18 | 35 | 41 | 26 | 18 | 9 | 43 | 45 | 31 | 28 | 43 | 38 | 37 | 13 | 16 |
| | 14% | 17% | 12% | 16% | 20% | 20% | 15% | 12% | 5% | 17% | 15% | 15% | 11% | 16% | 14% | 15% | 9% | 18% |
| Not at all concerned | 116 | 71 | 45 | 15 | 26 | 23 | 16 | 14 | 22 | 38 | 32 | 29 | 17 | 29 | 40 | 25 | 16 | 5 |
| | 11% | 14% | 8% | 13% | 15% | 11% | 9% | 9% | 11% | 15% | 11% | 13% | 7% | 11% | 15% | 10% | 11% | 6% |
| Not applicable | 231 | 110 | 120 | 7 | 14 | 23 | 36 | 44 | 106 | 39 | 51 | 46 | 94 | 52 | 56 | 60 | 33 | 29 |
| | 23% | 22% | 23% | 6% | 8% | 11% | 21% | 29% | 52% | 15% | 17% | 21% | 37% | 19% | 21% | 24% | 23% | 32% |
| Don't know | 9 | 3 | 6 | - | - | 1 | 1 | 2 | 5 | - | 2 | 1 | 7 | 2 | 3 | 2 | 2 | 1 |
| | 1% | 1% | 1% | - | - | 1% | * | 1% | 3% | - | 1% | * | 3% | 1% | 1% | 1% | 1% | 1% |

Phishing Survey

Fieldwork : February 8th-9th 2006

Absolutes/col percents

Table 4

Q.4 How concerned or not concerned are you about any of the following?**Base: All respondents**

| | Internet Access | | | | | | | | |
|-----------------|-----------------|--------|--------------|--------------|---------|---------|-----------------------------|----------------|------------|
| | Total | At all | NET: At home | NET: At work | At home | At work | Both at home and at work | Somewhere else | Not at all |
| Unweighted base | 1021 | 726 | 617 | 347 | 343 | 73 | 274 | 36 | 292 |
| Weighted base | 1021 | 718 | 615 | 338 | 345 | 68 | 270 | 35 | 301 |

Your personal details (such as your credit card number, address, passwords) falling into the wrong hands online

| | | | | | | | | | |
|----------------------|------------|------------|------------|------------|------------|-----------|------------|-----------|------------|
| NET: Concerned | 872 85% | 664 92% | 570 93% | 307 91% | 327 95% | 65 95% | 243 90% | 29 84% | 207 69% |
| Very concerned | 714 70% | 526 73% | 443 72% | 239 71% | 261 76% | 57 84% | 182 67% | 26 74% | 187 62% |
| Slightly concerned | 158 16% | 138 19% | 127 21% | 68 20% | 66 19% | 8 11% | 61 23% | 3 10% | 20 7% |
| Not at all concerned | 81 8% | 39 5% | 34 6% | 24 7% | 12 3% | 2 2% | 22 8% | 4 10% | 41 14% |
| Not applicable | 65 6% | 14 2% | 11 2% | 7 2% | 6 2% | 2 2% | 5 2% | 2 6% | 50 17% |
| Don't know | 3 * | * * | * * | - - | * * | - - | - - | - - | 2 1% |

The number of unsolicited (junk) emails you receive

| | | | | | | | | | |
|----------------------|------------|------------|------------|------------|------------|-----------|------------|-----------|------------|
| NET: Concerned | 644 63% | 501 70% | 427 69% | 243 72% | 236 68% | 52 76% | 192 71% | 22 62% | 143 47% |
| Very concerned | 349 34% | 251 35% | 212 34% | 125 37% | 114 33% | 26 39% | 98 36% | 12 35% | 98 33% |
| Slightly concerned | 295 29% | 250 35% | 215 35% | 119 35% | 122 35% | 25 37% | 93 35% | 10 27% | 45 15% |
| Not at all concerned | 213 21% | 163 23% | 146 24% | 76 23% | 80 23% | 10 15% | 66 24% | 6 17% | 49 16% |
| Not applicable | 157 15% | 52 7% | 39 6% | 18 5% | 27 8% | 6 9% | 12 5% | 7 20% | 105 35% |
| Don't know | 6 1% | 3 * | 3 * | - - | 3 1% | - - | - - | - - | 4 1% |

Phishing Survey

Fieldwork : February 8th-9th 2006

Absolutes/col percents

Table 4

Q.4 How concerned or not concerned are you about any of the following?**Base: All respondents**

| | Internet Access | | | | | | | | |
|---|-----------------|------------|--------------|--------------|------------|-----------|-----------------------------|----------------|------------|
| | Total | At all | NET: At home | NET: At work | At home | At work | Both at home and at work | Somewhere else | Not at all |
| Weighted base | 1021 | 718 | 615 | 338 | 345 | 68 | 270 | 35 | 301 |
| <u>Accidentally downloading files that can harm your computer</u> | | | | | | | | | |
| NET: Concerned | 668 65% | 586 82% | 511 83% | 273 81% | 288 83% | 50 74% | 223 83% | 25 70% | 81 27% |
| Very concerned | 502 49% | 435 60% | 379 62% | 201 60% | 218 63% | 40 59% | 161 60% | 16 44% | 67 22% |
| Slightly concerned | 166 16% | 151 21% | 132 21% | 72 21% | 70 20% | 10 15% | 62 23% | 9 26% | 14 5% |
| Not at all concerned | 109 11% | 64 9% | 54 9% | 36 11% | 26 7% | 7 11% | 29 11% | 2 6% | 45 15% |
| Not applicable | 219 21% | 61 9% | 45 7% | 22 7% | 31 9% | 8 11% | 15 5% | 8 23% | 158 53% |
| Don't know | 24 2% | 7 1% | 4 1% | 6 2% | 1 * | 3 4% | 3 1% | - - | 17 6% |
| <u>A stranger accessing stuff you have stored on your computer (eg email, documents, photos)</u> | | | | | | | | | |
| NET: Concerned | 665 65% | 569 79% | 496 81% | 263 78% | 283 82% | 49 72% | 213 79% | 24 68% | 95 32% |
| Very concerned | 518 51% | 431 60% | 377 61% | 185 55% | 230 66% | 38 56% | 147 55% | 16 46% | 86 29% |
| Slightly concerned | 147 14% | 138 19% | 119 19% | 77 23% | 53 15% | 11 17% | 66 25% | 8 22% | 9 3% |
| Not at all concerned | 116 11% | 79 11% | 69 11% | 48 14% | 28 8% | 7 11% | 41 15% | 3 9% | 36 12% |
| Not applicable | 231 23% | 67 9% | 49 8% | 26 8% | 33 10% | 10 15% | 16 6% | 8 23% | 163 54% |
| Don't know | 9 1% | 3 * | 1 * | 1 * | 1 * | 1 2% | - - | - - | 6 2% |

Phishing Survey

Fieldwork : February 8th-9th 2006

Absolutes/col percents

Table 5
Q.5 Which of the following comes closest to your view about the best way to deal with these threats?
Base: All respondents

| | Sex | | | Age | | | | | | Social Class | | | | Region | | | | |
|--|------------|------------|------------|-----------|------------|------------|------------|-----------|-----------|--------------|------------|-----------|-----------|------------|------------|----------------|--------------------|-----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Unweighted base | 1021 | 429 | 592 | 97 | 180 | 223 | 194 | 158 | 169 | 294 | 214 | 191 | 322 | 266 | 266 | 256 | 141 | 92 |
| Weighted base | 1021 | 490 | 531 | 112 | 174 | 204 | 174 | 153 | 204 | 255 | 296 | 214 | 255 | 272 | 266 | 251 | 142 | 90 |
| I install / use specialist software packages | 495 48% | 249 51% | 246 46% | 68 61% | 106 61% | 110 54% | 101 58% | 69 45% | 41 20% | 158 62% | 142 48% | 98 46% | 97 38% | 135 50% | 126 47% | 118 47% | 72 50% | 44 49% |
| I rely on my internet service provider to protect me | 207 20% | 89 18% | 118 22% | 21 18% | 32 18% | 66 32% | 28 16% | 31 20% | 30 15% | 47 18% | 74 25% | 40 19% | 46 18% | 55 20% | 55 21% | 57 23% | 24 17% | 16 18% |
| I don't take any extra precautions and just hope these things won't happen to me | 70 7% | 35 7% | 35 7% | 12 11% | 15 8% | 6 3% | 8 5% | 4 2% | 25 12% | 14 6% | 26 9% | 14 6% | 16 6% | 22 8% | 24 9% | 16 7% | 2 2% | 5 6% |
| I don't feel threatened | 92 9% | 41 8% | 50 9% | 9 8% | 14 8% | 9 5% | 10 6% | 16 11% | 34 16% | 14 5% | 19 6% | 23 11% | 36 14% | 20 7% | 27 10% | 21 8% | 20 14% | 4 5% |
| Not applicable | 98 10% | 52 11% | 46 9% | * * | 4 2% | 6 3% | 16 9% | 23 15% | 48 24% | 11 4% | 24 8% | 26 12% | 38 15% | 28 10% | 22 8% | 19 8% | 15 10% | 14 16% |
| Don't know | 60 6% | 24 5% | 36 7% | 2 2% | 4 3% | 6 3% | 10 6% | 10 7% | 27 13% | 12 5% | 11 4% | 13 6% | 24 9% | 13 5% | 13 5% | 19 7% | 9 7% | 6 7% |

Phishing Survey

Fieldwork : February 8th-9th 2006

Absolutes/col percents

Table 5

Q.5 Which of the following comes closest to your view about the best way to deal with these threats?

Base: All respondents

| | Total | Internet Access | | | | | | | |
|--|------------|-----------------|--------------|--------------|------------|-----------|--------------------------|----------------|------------|
| | | At all | NET: At home | NET: At work | At home | At work | Both at home and at work | Somewhere else | Not at all |
| Unweighted base | 1021 | 726 | 617 | 347 | 343 | 73 | 274 | 36 | 292 |
| Weighted base | 1021 | 718 | 615 | 338 | 345 | 68 | 270 | 35 | 301 |
| I install / use specialist software packages | 495 48% | 434 60% | 387 63% | 224 66% | 195 57% | 33 48% | 191 71% | 15 42% | 61 20% |
| I rely on my internet service provider to protect me | 207 20% | 172 24% | 149 24% | 64 19% | 102 30% | 17 25% | 47 18% | 5 15% | 34 11% |
| I don't take any extra precautions and just hope these things won't happen to me | 70 7% | 51 7% | 40 6% | 22 6% | 23 7% | 5 7% | 17 6% | 7 19% | 19 6% |
| I don't feel threatened | 92 9% | 27 4% | 18 3% | 15 4% | 10 3% | 7 10% | 8 3% | 3 8% | 63 21% |
| Not applicable | 98 10% | 14 2% | 4 1% | 4 1% | 4 1% | 4 7% | - - | 5 16% | 84 28% |
| Don't know | 60 6% | 20 3% | 17 3% | 8 2% | 12 3% | 2 3% | 6 2% | * 1% | 40 13% |

Phishing Survey

Fieldwork : February 8th-9th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

| | Sex | | | Age | | | | | | Social Class | | | | Region | | | | |
|-----------------|---------------|-------------|-------------|------------|-------------|-------------|-------------|-------------|-------------|--------------|------------|------------|------------|------------|------------|----------------|--------------------|-----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Unweighted base | 1021 | 429 | 592 | 97 | 180 | 223 | 194 | 158 | 169 | 294 | 214 | 191 | 322 | 266 | 266 | 256 | 141 | 92 |
| Weighted base | 1021 | 490 | 531 | 112 | 174 | 204 | 174 | 153 | 204 | 255 | 296 | 214 | 255 | 272 | 266 | 251 | 142 | 90 |
| Sex | | | | | | | | | | | | | | | | | | |
| Male | 490 48% | 490 100% | - - | 53 47% | 89 52% | 100 49% | 72 42% | 76 49% | 99 49% | 134 52% | 133 45% | 120 56% | 104 41% | 124 46% | 122 46% | 130 52% | 68 48% | 47 52% |
| Female | 531 52% | - - | 531 100% | 59 53% | 84 48% | 104 51% | 101 58% | 78 51% | 105 51% | 121 48% | 163 55% | 95 44% | 152 59% | 148 54% | 145 54% | 121 48% | 75 52% | 43 48% |
| Age | | | | | | | | | | | | | | | | | | |
| 18-24 | (21) 11% | 112 11% | 53 11% | 59 11% | 112 100% | - - | - - | - - | - - | 35 14% | 40 14% | 19 9% | 18 7% | 44 16% | 29 11% | 18 7% | 13 9% | 9 10% |
| 25-34 | (29.5) 17% | 174 17% | 89 18% | 84 16% | - - | 174 100% | - - | - - | - - | 57 22% | 54 18% | 36 17% | 27 11% | 42 15% | 48 18% | 36 14% | 31 22% | 17 19% |
| 35-44 | (39.5) 20% | 204 20% | 100 20% | 104 20% | - - | - - | 204 100% | - - | - - | 56 22% | 65 22% | 49 23% | 34 13% | 54 20% | 55 20% | 56 22% | 28 19% | 12 14% |
| 45-54 | (49.5) 17% | 174 17% | 72 15% | 101 19% | - - | - - | - - | 174 100% | - - | 49 19% | 43 14% | 52 24% | 31 12% | 37 14% | 46 17% | 44 18% | 27 19% | 19 22% |
| 55-64 | (59.5) 15% | 153 15% | 76 15% | 78 15% | - - | - - | - - | - - | 153 100% | 31 12% | 44 15% | 36 17% | 42 17% | 44 16% | 39 15% | 41 16% | 15 11% | 14 16% |
| 65+ | (70) 20% | 204 20% | 99 20% | 105 20% | - - | - - | - - | - - | 204 100% | 28 11% | 50 17% | 23 11% | 103 40% | 52 19% | 50 19% | 56 22% | 29 20% | 18 20% |
| Average age | 46.56 | 46.41 | 46.70 | 21.00 | 29.50 | 39.50 | 49.50 | 59.50 | 70.00 | 42.35 | 44.71 | 45.26 | 54.01 | 45.32 | 46.14 | 48.51 | 45.97 | 47.01 |

Phishing Survey

Fieldwork : February 8th-9th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

| | Sex | | | Age | | | | | | Social Class | | | | Region | | | | |
|----------------------------|-------|------|--------|-------|-------|-------|-------|-------|-----|--------------|------|------|------|------------|-----------|----------------|--------------------|-----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Weighted base | 1021 | 490 | 531 | 112 | 174 | 204 | 174 | 153 | 204 | 255 | 296 | 214 | 255 | 272 | 266 | 251 | 142 | 90 |
| <u>Social Class</u> | | | | | | | | | | | | | | | | | | |
| AB | 255 | 134 | 121 | 35 | 57 | 56 | 49 | 31 | 28 | 255 | - | - | - | 81 | 65 | 59 | 31 | 18 |
| | 25% | 27% | 23% | 31% | 33% | 27% | 28% | 20% | 14% | 100% | - | - | - | 30% | 25% | 24% | 22% | 20% |
| C1 | 296 | 133 | 163 | 40 | 54 | 65 | 43 | 44 | 50 | - | 296 | - | - | 93 | 72 | 59 | 41 | 30 |
| | 29% | 27% | 31% | 36% | 31% | 32% | 24% | 29% | 25% | - | 100% | - | - | 34% | 27% | 23% | 29% | 34% |
| C2 | 214 | 120 | 95 | 19 | 36 | 49 | 52 | 36 | 23 | - | - | 214 | - | 36 | 60 | 62 | 38 | 19 |
| | 21% | 24% | 18% | 17% | 21% | 24% | 30% | 23% | 11% | - | - | 100% | - | 13% | 22% | 25% | 27% | 21% |
| DE | 255 | 104 | 152 | 18 | 27 | 34 | 31 | 42 | 103 | - | - | - | 255 | 61 | 69 | 71 | 31 | 23 |
| | 25% | 21% | 29% | 16% | 16% | 17% | 18% | 28% | 50% | - | - | - | 100% | 23% | 26% | 28% | 22% | 25% |
| <u>Region</u> | | | | | | | | | | | | | | | | | | |
| North | 341 | 177 | 164 | 27 | 53 | 68 | 63 | 55 | 73 | 77 | 89 | 80 | 94 | - | - | 251 | - | 90 |
| | 33% | 36% | 31% | 24% | 31% | 33% | 36% | 36% | 36% | 30% | 30% | 37% | 37% | - | - | 100% | - | 100% |
| Midlands | 318 | 143 | 175 | 35 | 62 | 61 | 59 | 44 | 58 | 76 | 87 | 75 | 81 | - | 266 | - | 52 | - |
| | 31% | 29% | 33% | 31% | 36% | 30% | 34% | 29% | 28% | 30% | 29% | 35% | 32% | - | 100% | - | 37% | - |
| South | 362 | 170 | 192 | 50 | 58 | 75 | 52 | 54 | 73 | 102 | 121 | 60 | 80 | 272 | - | - | 90 | - |
| | 35% | 35% | 36% | 45% | 34% | 37% | 30% | 35% | 36% | 40% | 41% | 28% | 31% | 100% | - | - | 63% | - |

Phishing Survey

Fieldwork : February 8th-9th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

| | Sex | | Age | | | | | | | Social Class | | | | Region | | | | |
|---|------------|------------|------------|-----------|------------|------------|------------|-----------|------------|--------------|------------|------------|------------|------------|------------|----------------|--------------------|-----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Weighted base | 1021 | 490 | 531 | 112 | 174 | 204 | 174 | 153 | 204 | 255 | 296 | 214 | 255 | 272 | 266 | 251 | 142 | 90 |
| Working status | | | | | | | | | | | | | | | | | | |
| Full-time | 453 44% | 269 55% | 184 35% | 39 35% | 111 64% | 133 65% | 106 61% | 60 39% | 4 2% | 144 57% | 142 48% | 126 59% | 40 16% | 120 44% | 110 41% | 112 45% | 72 51% | 39 44% |
| Part-time | 114 11% | 21 4% | 93 17% | 21 19% | 16 9% | 29 14% | 24 14% | 19 12% | 5 2% | 32 12% | 39 13% | 30 14% | 15 6% | 28 10% | 31 12% | 32 13% | 11 8% | 12 13% |
| Not working but seeking work or temporarily unemployed/sick | 58 6% | 35 7% | 23 4% | 5 4% | 14 8% | 15 7% | 17 10% | 6 4% | 1 1% | 8 3% | 18 6% | 10 5% | 22 9% | 12 4% | 15 6% | 14 5% | 11 8% | 6 6% |
| Not working/not seeking work | 89 9% | 15 3% | 74 14% | 4 4% | 26 15% | 22 11% | 18 10% | 17 11% | 2 1% | 15 6% | 15 5% | 20 9% | 39 15% | 22 8% | 30 11% | 15 6% | 14 10% | 8 9% |
| Retired | 250 25% | 123 25% | 127 24% | - - | - - | 2 1% | 5 3% | 51 33% | 192 94% | 36 14% | 58 19% | 24 11% | 132 52% | 64 23% | 66 25% | 70 28% | 29 20% | 21 23% |
| Student | 56 5% | 25 5% | 31 6% | 43 38% | 7 4% | 3 2% | 3 2% | - - | - - | 21 8% | 25 8% | 4 2% | 7 3% | 25 9% | 14 5% | 8 3% | 5 3% | 5 5% |
| Refused | 1 * | 1 * | - - | - - | - - | - - | - - | 1 * | - - | - - | - - | - - | 1 * | 1 * | - - | - - | - - | - - |

Phishing Survey

Fieldwork : February 8th-9th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

| | Sex | | Age | | | | | | Social Class | | | | Region | | | | | |
|--------------------------|-------|------|--------|-------|-------|-------|-------|-------|--------------|-----|-----|-----|--------|------------|-----------|----------------|--------------------|-----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Weighted base | 1021 | 490 | 531 | 112 | 174 | 204 | 174 | 153 | 204 | 255 | 296 | 214 | 255 | 272 | 266 | 251 | 142 | 90 |
| Tenure | | | | | | | | | | | | | | | | | | |
| Own outright | 319 | 156 | 162 | 18 | 22 | 30 | 37 | 67 | 145 | 73 | 78 | 63 | 105 | 80 | 83 | 84 | 42 | 30 |
| | 31% | 32% | 31% | 16% | 13% | 15% | 21% | 44% | 71% | 29% | 26% | 29% | 41% | 29% | 31% | 33% | 29% | 34% |
| Own with a mortgage | 419 | 201 | 218 | 55 | 87 | 118 | 96 | 46 | 16 | 137 | 136 | 99 | 48 | 114 | 109 | 107 | 61 | 28 |
| | 41% | 41% | 41% | 49% | 50% | 58% | 55% | 30% | 8% | 54% | 46% | 46% | 19% | 42% | 41% | 42% | 43% | 31% |
| Council | 133 | 60 | 72 | 9 | 22 | 30 | 27 | 21 | 24 | 9 | 30 | 29 | 65 | 32 | 31 | 32 | 19 | 19 |
| | 13% | 12% | 14% | 8% | 12% | 15% | 16% | 14% | 12% | 3% | 10% | 14% | 25% | 12% | 12% | 13% | 13% | 21% |
| Housing Assoc. | 31 | 10 | 21 | 4 | 5 | 8 | 4 | 6 | 5 | 5 | 10 | 3 | 13 | 8 | 12 | 5 | 3 | 3 |
| | 3% | 2% | 4% | 3% | 3% | 4% | 2% | 4% | 2% | 2% | 4% | 2% | 5% | 3% | 5% | 2% | 2% | 4% |
| Rented from someone else | 95 | 51 | 44 | 20 | 34 | 14 | 7 | 11 | 8 | 25 | 36 | 16 | 19 | 31 | 24 | 18 | 14 | 8 |
| | 9% | 10% | 8% | 18% | 20% | 7% | 4% | 7% | 4% | 10% | 12% | 7% | 7% | 12% | 9% | 7% | 10% | 9% |
| Rent free | 12 | 5 | 7 | 1 | 1 | 2 | 2 | 2 | 5 | 5 | 2 | 1 | 4 | 3 | 3 | 3 | 2 | 1 |
| | 1% | 1% | 1% | 1% | * | 1% | 1% | 1% | 2% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% |
| Refused | 12 | 7 | 5 | 4 | 3 | 2 | 1 | 1 | 2 | 2 | 4 | 3 | 2 | 3 | 4 | 3 | 2 | - |
| | 1% | 1% | 1% | 4% | 2% | 1% | * | * | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | - |

Phishing Survey

Fieldwork : February 8th-9th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

| | Sex | | Age | | | | | | Social Class | | | | Region | | | | | |
|--|-------|------|--------|-------|-------|-------|-------|-------|--------------|-----|-----|-----|--------|------------|-----------|----------------|--------------------|-----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Weighted base | 1021 | 490 | 531 | 112 | 174 | 204 | 174 | 153 | 204 | 255 | 296 | 214 | 255 | 272 | 266 | 251 | 142 | 90 |
| Foreign Holiday in last 3 years | | | | | | | | | | | | | | | | | | |
| Yes | 633 | 307 | 326 | 70 | 117 | 139 | 103 | 92 | 112 | 193 | 196 | 132 | 113 | 176 | 168 | 162 | 77 | 50 |
| | 62% | 63% | 61% | 63% | 67% | 68% | 59% | 60% | 55% | 76% | 66% | 61% | 44% | 65% | 63% | 64% | 54% | 56% |
| No | 388 | 183 | 205 | 42 | 57 | 65 | 71 | 61 | 92 | 62 | 101 | 83 | 143 | 96 | 98 | 89 | 65 | 40 |
| | 38% | 37% | 39% | 37% | 33% | 32% | 41% | 40% | 45% | 24% | 34% | 39% | 56% | 35% | 37% | 36% | 46% | 44% |
| Number of cars | | | | | | | | | | | | | | | | | | |
| None | 206 | 77 | 129 | 22 | 35 | 23 | 25 | 23 | 77 | 30 | 45 | 28 | 104 | 67 | 36 | 58 | 22 | 23 |
| | 20% | 16% | 24% | 20% | 20% | 12% | 14% | 15% | 38% | 12% | 15% | 13% | 41% | 25% | 14% | 23% | 15% | 26% |
| 1 | 444 | 213 | 232 | 39 | 78 | 85 | 72 | 77 | 93 | 81 | 148 | 102 | 112 | 117 | 117 | 108 | 64 | 38 |
| | 44% | 43% | 44% | 35% | 45% | 42% | 42% | 50% | 45% | 32% | 50% | 48% | 44% | 43% | 44% | 43% | 45% | 43% |
| 2 | 288 | 151 | 137 | 37 | 47 | 80 | 56 | 38 | 30 | 117 | 75 | 65 | 30 | 67 | 88 | 70 | 41 | 22 |
| | 28% | 31% | 26% | 33% | 27% | 39% | 32% | 25% | 15% | 46% | 25% | 30% | 12% | 25% | 33% | 28% | 29% | 24% |
| 3+ | 83 | 49 | 34 | 14 | 14 | 15 | 20 | 15 | 4 | 27 | 27 | 19 | 9 | 21 | 25 | 15 | 15 | 6 |
| | 8% | 10% | 6% | 13% | 8% | 7% | 11% | 10% | 2% | 11% | 9% | 9% | 4% | 8% | 9% | 6% | 11% | 7% |

Phishing Survey

Fieldwork : February 8th-9th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

| | Sex | | Age | | | | | | Social Class | | | | Region | | | | | |
|--------------------------|------------|------------|------------|------------|------------|------------|------------|-----------|--------------|------------|------------|------------|------------|------------|------------|----------------|--------------------|-----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Weighted base | 1021 | 490 | 531 | 112 | 174 | 204 | 174 | 153 | 204 | 255 | 296 | 214 | 255 | 272 | 266 | 251 | 142 | 90 |
| Internet Access | | | | | | | | | | | | | | | | | | |
| At all | 718 70% | 347 71% | 371 70% | 108 96% | 150 87% | 183 90% | 131 75% | 90 59% | 56 27% | 223 87% | 229 77% | 139 65% | 126 50% | 195 72% | 192 72% | 179 71% | 94 66% | 58 64% |
| At home (net) | 615 60% | 300 61% | 315 59% | 92 82% | 125 72% | 167 82% | 110 64% | 77 50% | 44 22% | 195 76% | 197 66% | 117 55% | 106 42% | 169 62% | 165 62% | 150 60% | 82 58% | 49 55% |
| At work (net) | 338 33% | 162 33% | 176 33% | 41 36% | 85 49% | 98 48% | 72 41% | 38 25% | 4 2% | 139 55% | 130 44% | 52 24% | 16 6% | 99 36% | 85 32% | 84 33% | 44 31% | 25 28% |
| At home | 345 34% | 168 34% | 177 33% | 58 51% | 59 34% | 81 40% | 56 32% | 50 33% | 42 20% | 77 30% | 92 31% | 81 38% | 96 38% | 85 31% | 97 37% | 85 34% | 48 34% | 30 34% |
| At work | 68 7% | 29 6% | 39 7% | 6 5% | 19 11% | 13 6% | 17 10% | 11 7% | 2 1% | 22 9% | 25 9% | 15 7% | 6 2% | 15 6% | 17 6% | 19 8% | 11 8% | 6 7% |
| Both at home and at work | 270 26% | 132 27% | 137 26% | 35 31% | 66 38% | 85 42% | 55 32% | 27 18% | 2 1% | 118 46% | 105 35% | 37 17% | 10 4% | 84 31% | 68 25% | 65 26% | 34 24% | 19 21% |
| Somewhere else | 35 3% | 17 4% | 18 3% | 10 9% | 7 4% | 4 2% | 4 2% | 2 1% | 10 5% | 7 3% | 7 2% | 7 3% | 14 6% | 11 4% | 10 4% | 10 4% | 1 1% | 2 3% |
| Not at all | 301 29% | 143 29% | 158 30% | 4 4% | 23 13% | 21 10% | 43 25% | 63 41% | 147 72% | 30 12% | 67 23% | 75 35% | 128 50% | 75 28% | 74 28% | 72 29% | 48 34% | 32 36% |
| Refused | 2 * | - - | 2 * | * * | * * | - - | - - | - - | 1 1% | 2 1% | - - | - - | * * | 2 1% | - - | - - | * * | - - |

Phishing Survey

Fieldwork : February 8th-9th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

| | Sex | | Age | | | | | | | Social Class | | | | Region | | | | |
|---|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|------------|-----------|----------------|--------------------|-----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Weighted base | 1021 | 490 | 531 | 112 | 174 | 204 | 174 | 153 | 204 | 255 | 296 | 214 | 255 | 272 | 266 | 251 | 142 | 90 |
| Age Finished Full Time Education | | | | | | | | | | | | | | | | | | |
| Up to 15 | 221 22% | 100 20% | 121 23% | 5 5% | 10 6% | 8 4% | 42 24% | 65 42% | 90 44% | 26 10% | 36 12% | 60 28% | 99 39% | 46 17% | 53 20% | 69 27% | 31 22% | 23 25% |
| 16 | 270 26% | 129 26% | 141 27% | 19 17% | 36 21% | 82 40% | 59 34% | 30 20% | 44 21% | 46 18% | 79 27% | 75 35% | 71 28% | 53 19% | 86 32% | 69 27% | 45 32% | 17 19% |
| 17 | 90 9% | 44 9% | 45 9% | 14 13% | 7 4% | 18 9% | 16 9% | 15 10% | 19 9% | 26 10% | 27 9% | 18 8% | 18 7% | 29 11% | 17 6% | 18 7% | 8 6% | 18 20% |
| 18 | 121 12% | 46 9% | 75 14% | 13 11% | 29 17% | 31 15% | 16 9% | 15 10% | 16 8% | 33 13% | 43 15% | 22 10% | 23 9% | 39 14% | 36 14% | 23 9% | 16 11% | 7 8% |
| 19 or over | 251 25% | 141 29% | 110 21% | 23 21% | 80 46% | 55 27% | 37 21% | 26 17% | 30 15% | 102 40% | 87 29% | 29 14% | 34 13% | 78 29% | 58 22% | 59 23% | 37 26% | 19 21% |
| Still in full time education | 43 4% | 17 3% | 26 5% | 29 26% | 6 3% | 6 3% | 1 1% | - - | - - | 16 6% | 17 6% | 8 4% | 2 1% | 14 5% | 13 5% | 9 3% | 2 2% | 5 6% |
| Had no full time education | 2 * | 2 * | - - | 1 1% | - - | 1 * | - - | - - | - - | 1 * | 1 * | - - | - - | 1 1% | - - | - - | - - | 1 1% |
| Refused | 24 2% | 12 2% | 12 2% | 7 6% | 4 2% | 3 1% | 3 2% | 2 2% | 5 2% | 6 3% | 5 2% | 4 2% | 9 4% | 13 5% | 3 1% | 6 2% | 3 2% | * * |

Phishing Survey

Fieldwork : February 8th-9th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

| | Sex | | Age | | | | | | | Social Class | | | | Region | | | | |
|----------------------------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|------------|----------------|--------------------|-----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Weighted base | 1021 | 490 | 531 | 112 | 174 | 204 | 174 | 153 | 204 | 255 | 296 | 214 | 255 | 272 | 266 | 251 | 142 | 90 |
| Marital Status | | | | | | | | | | | | | | | | | | |
| Single | 253 25% | 144 29% | 109 20% | 83 74% | 65 37% | 45 22% | 22 12% | 11 8% | 27 13% | 55 21% | 90 30% | 50 23% | 58 23% | 82 30% | 64 24% | 49 19% | 34 24% | 24 27% |
| Married/ co-habiting | 552 54% | 267 54% | 285 54% | 28 25% | 100 58% | 130 64% | 116 67% | 95 62% | 84 41% | 166 65% | 146 49% | 137 64% | 104 41% | 139 51% | 150 56% | 145 58% | 76 53% | 42 47% |
| Widowed/ separated/ divorced | 203 20% | 74 15% | 129 24% | - - | 6 4% | 27 13% | 35 20% | 44 29% | 91 45% | 30 12% | 59 20% | 25 12% | 88 34% | 46 17% | 50 19% | 53 21% | 30 21% | 23 26% |
| Refused | 13 1% | 5 1% | 8 2% | 1 1% | 2 1% | 3 1% | 2 1% | 3 2% | 3 1% | 5 2% | 1 * | 2 1% | 6 2% | 4 2% | 2 1% | 4 2% | 3 2% | * * |
| Children | | | | | | | | | | | | | | | | | | |
| None aged 18 or under | 696 68% | 337 69% | 359 68% | 98 87% | 98 57% | 58 28% | 103 60% | 137 90% | 202 99% | 172 67% | 195 66% | 129 60% | 200 78% | 187 69% | 187 70% | 164 65% | 92 65% | 65 73% |
| NET: Yes | 324 32% | 154 31% | 171 32% | 16 14% | 75 43% | 146 71% | 70 40% | 16 10% | 1 * | 83 32% | 102 35% | 86 40% | 54 21% | 85 31% | 80 30% | 85 34% | 49 35% | 25 27% |
| NET: Yes any aged 15 or under | 284 28% | 130 27% | 154 29% | 16 14% | 74 43% | 131 64% | 51 29% | 11 7% | 1 * | 72 28% | 90 30% | 76 35% | 46 18% | 73 27% | 72 27% | 72 29% | 45 31% | 22 24% |
| - Aged under 5 | 109 11% | 50 10% | 58 11% | 11 10% | 54 31% | 38 18% | 4 2% | * * | * * | 33 13% | 26 9% | 26 12% | 23 9% | 28 10% | 30 11% | 28 11% | 16 11% | 6 7% |
| - Aged 5-10 | 140 14% | 65 13% | 75 14% | 3 3% | 36 21% | 74 36% | 21 12% | 4 3% | 1 * | 36 14% | 47 16% | 36 17% | 20 8% | 34 12% | 35 13% | 33 13% | 24 17% | 15 16% |
| - Aged 11-15 | 130 13% | 59 12% | 71 13% | 1 1% | 12 7% | 69 34% | 36 21% | 11 7% | * * | 30 12% | 46 16% | 33 15% | 20 8% | 31 12% | 34 13% | 35 14% | 20 14% | 9 11% |
| - Aged 16-18 | 84 8% | 45 9% | 39 7% | - - | 3 2% | 43 21% | 34 20% | 5 3% | - - | 21 8% | 25 8% | 22 10% | 16 6% | 20 7% | 17 7% | 26 11% | 13 9% | 8 9% |
| Refused | 2 * | 1 * | 2 * | - - | - - | 1 * | - - | - - | 2 1% | 1 * | - - | - - | 1 1% | - - | - - | 1 1% | 1 * | - - |

Phishing Survey

Fieldwork : February 8th-9th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

| | Sex | | Age | | | | | | | Social Class | | | | Region | | | | |
|--|------------|------------|------------|-----------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|------------|----------------|--------------------|-----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Weighted base | 1021 | 490 | 531 | 112 | 174 | 204 | 174 | 153 | 204 | 255 | 296 | 214 | 255 | 272 | 266 | 251 | 142 | 90 |
| Grocery shopping status | | | | | | | | | | | | | | | | | | |
| I am the main grocery shopper in the household | 654 64% | 226 46% | 429 81% | 44 39% | 107 62% | 129 63% | 121 70% | 102 67% | 151 74% | 145 57% | 197 66% | 127 59% | 186 73% | 178 65% | 164 62% | 165 66% | 87 61% | 61 68% |
| I regularly do the main grocery shop | 655 64% | 250 51% | 405 76% | 40 35% | 119 69% | 127 62% | 121 70% | 103 67% | 145 71% | 157 62% | 194 66% | 132 62% | 171 67% | 179 66% | 159 60% | 171 68% | 88 62% | 58 64% |
| I regularly do top up grocery shopping (buy items or a basket of items as they are needed) | 703 69% | 313 64% | 390 73% | 72 64% | 127 73% | 141 69% | 122 70% | 103 67% | 139 68% | 188 74% | 221 75% | 147 69% | 147 58% | 200 74% | 168 63% | 161 64% | 104 73% | 70 77% |
| I do not do grocery shopping | 117 11% | 88 18% | 29 5% | 27 24% | 19 11% | 23 11% | 15 9% | 17 11% | 15 7% | 40 16% | 27 9% | 27 13% | 23 9% | 27 10% | 37 14% | 30 12% | 16 11% | 6 7% |
| Refused | 9 1% | 3 1% | 6 1% | * * | 1 1% | 2 1% | 1 1% | 2 1% | 3 1% | 2 1% | - - | 3 1% | 4 2% | 3 1% | 1 * | 5 2% | 1 1% | * * |

Phishing Survey

Fieldwork : February 8th-9th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

| | Total | Internet Access | | | | | | | Not at all | |
|-----------------|---------------|-----------------|--------------|--------------|------------|-----------|-----------------------------|----------------|------------|------------|
| | | At all | NET: At home | NET: At work | At home | At work | Both at home and at work | Somewhere else | | |
| Unweighted base | 1021 | 726 | 617 | 347 | 343 | 73 | 274 | 36 | 292 | |
| Weighted base | 1021 | 718 | 615 | 338 | 345 | 68 | 270 | 35 | 301 | |
| Sex | | | | | | | | | | |
| Male | 490 48% | 347 48% | 300 49% | 162 48% | 168 49% | 29 43% | 132 49% | 17 49% | 143 48% | |
| Female | 531 52% | 371 52% | 315 51% | 176 52% | 177 51% | 39 57% | 137 51% | 18 51% | 158 52% | |
| Age | | | | | | | | | | |
| 18-24 | (21) 11% | 112 15% | 108 15% | 92 15% | 41 12% | 58 17% | 6 9% | 35 13% | 10 27% | 4 1% |
| 25-34 | (29.5) 17% | 174 21% | 150 21% | 125 20% | 85 25% | 59 17% | 19 28% | 66 24% | 7 19% | 23 8% |
| 35-44 | (39.5) 20% | 204 26% | 183 26% | 167 27% | 98 29% | 81 24% | 13 19% | 85 32% | 4 10% | 21 7% |
| 45-54 | (49.5) 17% | 174 18% | 131 18% | 110 18% | 72 21% | 56 16% | 17 25% | 55 20% | 4 10% | 43 14% |
| 55-64 | (59.5) 15% | 153 13% | 90 13% | 77 13% | 38 11% | 50 15% | 11 16% | 27 10% | 2 5% | 63 21% |
| 65+ | (70) 20% | 204 8% | 56 8% | 44 7% | 4 1% | 42 12% | 2 3% | 2 1% | 10 28% | 147 49% |
| Average age | 46.56 | 41.33 | 41.19 | 39.53 | 42.89 | 41.65 | 39.00 | 43.19 | 59.02 | |

Phishing Survey

Fieldwork : February 8th-9th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

| | Total | Internet Access | | | | | | | |
|----------------------------|------------|-----------------|--------------|--------------|------------|-----------|-----------------------------|----------------|------------|
| | | At all | NET: At home | NET: At work | At home | At work | Both at home and at work | Somewhere else | Not at all |
| Weighted base | 1021 | 718 | 615 | 338 | 345 | 68 | 270 | 35 | 301 |
| <u>Social Class</u> | | | | | | | | | |
| AB | 255 25% | 223 31% | 195 32% | 139 41% | 77 22% | 22 32% | 118 44% | 7 20% | 30 10% |
| C1 | 296 29% | 229 32% | 197 32% | 130 39% | 92 27% | 25 37% | 105 39% | 7 21% | 67 22% |
| C2 | 214 21% | 139 19% | 117 19% | 52 15% | 81 23% | 15 22% | 37 14% | 7 19% | 75 25% |
| DE | 255 25% | 126 18% | 106 17% | 16 5% | 96 28% | 6 8% | 10 4% | 14 41% | 128 43% |
| <u>Region</u> | | | | | | | | | |
| North | 341 33% | 237 33% | 199 32% | 109 32% | 115 33% | 25 37% | 84 31% | 13 36% | 104 35% |
| Midlands | 318 31% | 228 32% | 200 32% | 96 28% | 122 35% | 18 26% | 78 29% | 11 31% | 90 30% |
| South | 362 35% | 253 35% | 216 35% | 132 39% | 109 32% | 25 37% | 107 40% | 12 33% | 107 36% |

Phishing Survey

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Absolutes/col percents

Table 6
Classification
Base: All respondents

| | Internet Access | | | | | | | | |
|---|-----------------|------------|--------------|--------------|------------|-----------|-----------------------------|----------------|------------|
| | Total | At all | NET: At home | NET: At work | At home | At work | Both at home and at work | Somewhere else | Not at all |
| Weighted base | 1021 | 718 | 615 | 338 | 345 | 68 | 270 | 35 | 301 |
| <u>Working status</u> | | | | | | | | | |
| Full-time | 453 44% | 396 55% | 336 55% | 273 81% | 117 34% | 54 79% | 219 81% | 6 16% | 57 19% |
| Part-time | 114 11% | 94 13% | 81 13% | 45 13% | 47 14% | 11 16% | 34 13% | 2 5% | 20 7% |
| Not working but seeking work or temporarily unemployed/sick | 58 6% | 40 6% | 32 5% | 3 1% | 30 9% | 1 2% | 2 1% | 7 21% | 17 6% |
| Not working/not seeking work | 89 9% | 56 8% | 50 8% | 4 1% | 48 14% | 1 2% | 3 1% | 4 11% | 33 11% |
| Retired | 250 25% | 76 11% | 66 11% | - - | 66 19% | - - | - - | 10 30% | 173 57% |
| Student | 56 5% | 55 8% | 49 8% | 12 4% | 37 11% | 1 1% | 12 4% | 6 17% | 1 * |
| Refused | 1 * | 1 * | 1 * | - - | 1 * | - - | - - | - - | - - |

Phishing Survey

Fieldwork : February 8th-9th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

| | Internet Access | | | | | | | | |
|-----------------------------|-----------------|------------|--------------|--------------|------------|-----------|-----------------------------|----------------|------------|
| | Total | At all | NET: At home | NET: At work | At home | At work | Both at home and at work | Somewhere else | Not at all |
| Weighted base | 1021 | 718 | 615 | 338 | 345 | 68 | 270 | 35 | 301 |
| <u>Tenure</u> | | | | | | | | | |
| Own outright | 319 31% | 183 25% | 157 25% | 59 18% | 114 33% | 17 25% | 42 16% | 9 27% | 135 45% |
| Own with a mortgage | 419 41% | 351 49% | 306 50% | 217 64% | 127 37% | 38 56% | 179 66% | 7 21% | 67 22% |
| Council | 133 13% | 72 10% | 60 10% | 15 4% | 49 14% | 3 5% | 12 4% | 9 25% | 61 20% |
| Housing Assoc. | 31 3% | 19 3% | 15 2% | 4 1% | 11 3% | * 1% | 4 1% | 4 12% | 12 4% |
| Rented from someone else | 95 9% | 77 11% | 62 10% | 39 11% | 33 9% | 9 14% | 29 11% | 6 16% | 18 6% |
| Rent free | 12 1% | 7 1% | 7 1% | 1 * | 5 2% | - - | 1 * | - - | 5 2% |
| Refused | 12 1% | 10 1% | 9 2% | 3 1% | 7 2% | * 1% | 2 1% | - - | 2 1% |

Phishing Survey

Fieldwork : February 8th-9th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

| | Total | Internet Access | | | | | | | |
|---|------------|-----------------|--------------|--------------|------------|-----------|-----------------------------|----------------|------------|
| | | At all | NET: At home | NET: At work | At home | At work | Both at home and at work | Somewhere else | Not at all |
| Weighted base | 1021 | 718 | 615 | 338 | 345 | 68 | 270 | 35 | 301 |
| <u>Foreign Holiday in last 3 years</u> | | | | | | | | | |
| Yes | 633 62% | 498 69% | 436 71% | 261 77% | 222 64% | 48 70% | 214 79% | 14 41% | 134 45% |
| No | 388 38% | 220 31% | 179 29% | 76 23% | 123 36% | 20 30% | 56 21% | 21 59% | 167 55% |
| <u>Number of cars</u> | | | | | | | | | |
| None | 206 20% | 101 14% | 81 13% | 37 11% | 50 15% | 7 10% | 30 11% | 13 38% | 105 35% |
| 1 | 444 44% | 288 40% | 247 40% | 125 37% | 154 45% | 32 47% | 93 35% | 9 26% | 155 51% |
| 2 | 288 28% | 256 36% | 222 36% | 132 39% | 114 33% | 24 36% | 108 40% | 10 28% | 32 11% |
| 3+ | 83 8% | 74 10% | 66 11% | 44 13% | 27 8% | 6 8% | 38 14% | 3 8% | 9 3% |

Phishing Survey

Fieldwork : February 8th-9th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

| | Internet Access | | | | | | | | |
|-------------------------------|-----------------|-------------|--------------|--------------|-------------|------------|-----------------------------|----------------|-------------|
| | Total | At all | NET: At home | NET: At work | At home | At work | Both at home and at work | Somewhere else | Not at all |
| Weighted base | 1021 | 718 | 615 | 338 | 345 | 68 | 270 | 35 | 301 |
| <u>Internet Access</u> | | | | | | | | | |
| At all | 718 70% | 718 100% | 615 100% | 338 100% | 345 100% | 68 100% | 270 100% | 35 100% | - - |
| At home (net) | 615 60% | 615 86% | 615 100% | 270 80% | 345 100% | - - | 270 100% | - - | - - |
| At work (net) | 338 33% | 338 47% | 270 44% | 338 100% | - - | 68 100% | 270 100% | - - | - - |
| At home | 345 34% | 345 48% | 345 56% | - - | 345 100% | - - | - - | - - | - - |
| At work | 68 7% | 68 9% | - - | 68 20% | - - | 68 100% | - - | - - | - - |
| Both at home and at work | 270 26% | 270 38% | 270 44% | 270 80% | - - | - - | 270 100% | - - | - - |
| Somewhere else | 35 3% | 35 5% | - - | - - | - - | - - | - - | 35 100% | - - |
| Not at all | 301 29% | - - | - - | - - | - - | - - | - - | - - | 301 100% |
| Refused | 2 * | - - | - - | - - | - - | - - | - - | - - | - - |

Phishing Survey

Fieldwork : February 8th-9th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

| | Internet Access | | | | | | | | |
|--|-----------------|------------|--------------|--------------|------------|-----------|-----------------------------|----------------|------------|
| | Total | At all | NET: At home | NET: At work | At home | At work | Both at home and at work | Somewhere else | Not at all |
| Weighted base | 1021 | 718 | 615 | 338 | 345 | 68 | 270 | 35 | 301 |
| <u>Age Finished Full Time Education</u> | | | | | | | | | |
| Up to 15 | 221 22% | 82 11% | 65 11% | 21 6% | 53 15% | 9 14% | 12 4% | 7 21% | 139 46% |
| 16 | 270 26% | 195 27% | 161 26% | 81 24% | 100 29% | 21 30% | 61 22% | 13 38% | 75 25% |
| 17 | 90 9% | 66 9% | 58 10% | 28 8% | 37 11% | 7 10% | 22 8% | 1 3% | 23 8% |
| 18 | 121 12% | 94 13% | 81 13% | 52 15% | 39 11% | 9 14% | 42 16% | 3 9% | 27 9% |
| 19 or over | 251 25% | 221 31% | 197 32% | 137 41% | 80 23% | 20 30% | 117 43% | 3 8% | 30 10% |
| Still in full time education | 43 4% | 43 6% | 38 6% | 11 3% | 26 8% | - - | 11 4% | 5 15% | - - |
| Had no full time education | 2 * | 1 * | 1 * | - - | 1 * | - - | - - | - - | 1 * |
| Refused | 24 2% | 17 2% | 13 2% | 7 2% | 8 2% | 2 3% | 5 2% | 2 6% | 5 2% |

Phishing Survey

Fieldwork : February 8th-9th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

| | Total | Internet Access | | | | | | | Not at all |
|----------------------------------|------------|-----------------|--------------|--------------|------------|-----------|--------------------------|----------------|------------|
| | | At all | NET: At home | NET: At work | At home | At work | Both at home and at work | Somewhere else | |
| Weighted base | 1021 | 718 | 615 | 338 | 345 | 68 | 270 | 35 | 301 |
| <u>Marital Status</u> | | | | | | | | | |
| Single | 253 25% | 201 28% | 168 27% | 79 23% | 107 31% | 18 27% | 61 23% | 15 44% | 52 17% |
| Married/ co-habiting | 552 54% | 426 59% | 373 61% | 217 64% | 195 57% | 39 58% | 178 66% | 13 37% | 125 42% |
| Widowed/ separated/ divorced | 203 20% | 85 12% | 71 12% | 39 12% | 41 12% | 9 14% | 30 11% | 4 12% | 118 39% |
| Refused | 13 1% | 7 1% | 3 * | 2 1% | 2 * | 1 2% | 1 1% | 3 7% | 6 2% |
| <u>Children</u> | | | | | | | | | |
| None aged 18 or under | 696 68% | 441 61% | 371 60% | 188 56% | 226 66% | 43 63% | 145 54% | 27 76% | 253 84% |
| NET: Yes | 324 32% | 278 39% | 245 40% | 150 44% | 120 35% | 25 37% | 124 46% | 7 21% | 47 16% |
| NET: Yes any aged 15 or under | 284 28% | 247 34% | 218 35% | 131 39% | 109 32% | 22 32% | 109 40% | 7 19% | 37 12% |
| - Aged under 5 | 109 11% | 87 12% | 77 13% | 43 13% | 40 12% | 7 10% | 37 14% | 3 9% | 21 7% |
| - Aged 5-10 | 140 14% | 124 17% | 110 18% | 67 20% | 54 16% | 11 16% | 56 21% | 3 9% | 16 5% |
| - Aged 11-15 | 130 13% | 113 16% | 102 17% | 57 17% | 53 15% | 8 11% | 49 18% | 3 8% | 17 6% |
| - Aged 16-18 | 84 8% | 69 10% | 61 10% | 40 12% | 27 8% | 6 9% | 34 13% | 2 5% | 15 5% |
| Refused | 2 * | 1 * | - - | - - | - - | - - | - - | 1 3% | 1 * |

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Absolutes/col percents

Table 6
Classification
Base: All respondents

| | Total | Internet Access | | | | | | | |
|--|------------|-----------------|--------------|--------------|------------|-----------|-----------------------------|----------------|------------|
| | | At all | NET: At home | NET: At work | At home | At work | Both at home and at work | Somewhere else | Not at all |
| Weighted base | 1021 | 718 | 615 | 338 | 345 | 68 | 270 | 35 | 301 |
| <u>Grocery shopping status</u> | | | | | | | | | |
| I am the main grocery shopper in the household | 654 64% | 432 60% | 365 59% | 202 60% | 208 60% | 45 67% | 156 58% | 22 62% | 221 74% |
| I regularly do the main grocery shop | 655 64% | 444 62% | 376 61% | 217 64% | 206 60% | 46 68% | 170 63% | 22 61% | 209 70% |
| I regularly do top up grocery shopping (buy items or a basket of items as they are needed) | 703 69% | 498 69% | 431 70% | 245 73% | 234 68% | 49 71% | 197 73% | 19 53% | 204 68% |
| I do not do grocery shopping | 117 11% | 91 13% | 76 12% | 43 13% | 43 12% | 10 15% | 33 12% | 5 15% | 25 8% |
| Refused | 9 1% | 4 1% | 3 1% | 1 * | 3 1% | - - | 1 * | 1 3% | 4 1% |