



Consulting • System Integration • Outsourcing
Infrastructure • Server Technology

UNISYS Security Index: United States

31 March 2010 (Wave 1H'10)

Lieberman Research Group

An abstract graphic consisting of several overlapping, thin, red circles of varying sizes, creating a sense of depth and movement. The circles are centered around the word "Security".

Security

Introduction

The Unisys Security Index presents a social indicator of 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 147, representing a moderate concern about safety. This index measures how secure Americans feel regarding national security, financial security, Internet security and personal security.

Adults in the US are most likely to worry about fraudulent use of their credit and debit cards, national security and identity theft. Americans are least concerned about their personal safety.

Survey Methodology

The U.S. Security Index is based on a telephone survey of 1,004 persons aged 18 and over, January 29-31, 2010. This Wave 1H'10 survey follows the baseline Security Index survey of August 2007 and four follow-up surveys in 2008 and 2009. The U.S. survey has been conducted as follows:

- 1,004 completed interviews among nationally representative adults, 18+;
- 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 1,004.

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 September 2009 (Wave 2H'09) survey are asterisked in charts. Percentages are based on the full sample of 1,004 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
- Personal security

Consumers are asked whether they are concerned or not 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

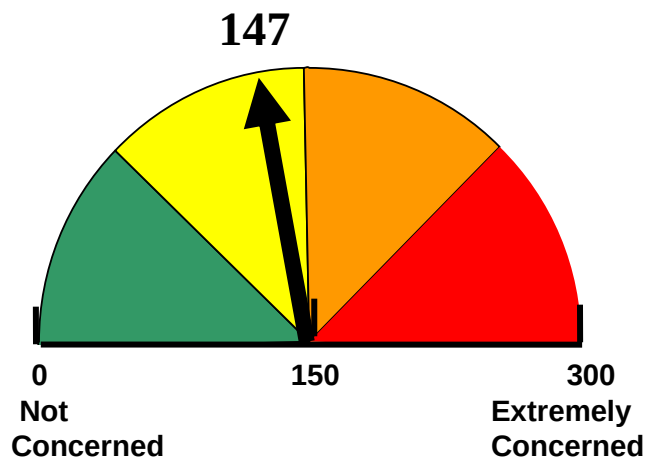
- Unauthorized access to or misuse of your personal information
- Your overall personal safety over the next 6 months

Americans are also asked about their willingness to sacrifice some privacy in return for enhanced personal security and convenience when they travel by air.

The Security Index

U.S. adults are moderately concerned about security. The overall Security Index of 147 is unchanged since the Wave 2H'09 survey in September. The stability of the overall number masks changes that appear to be emerging in how Americans view these issues.

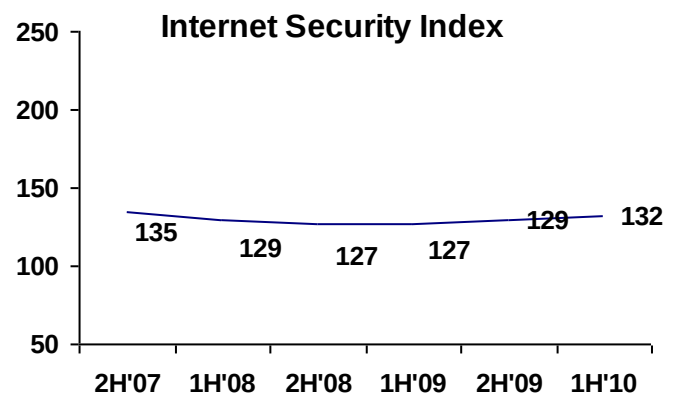
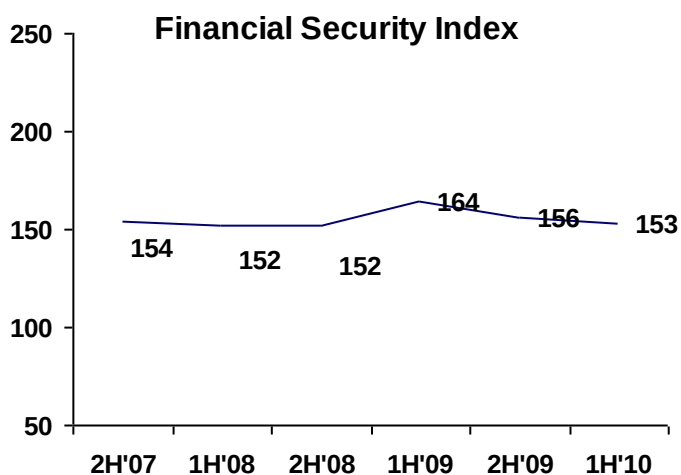
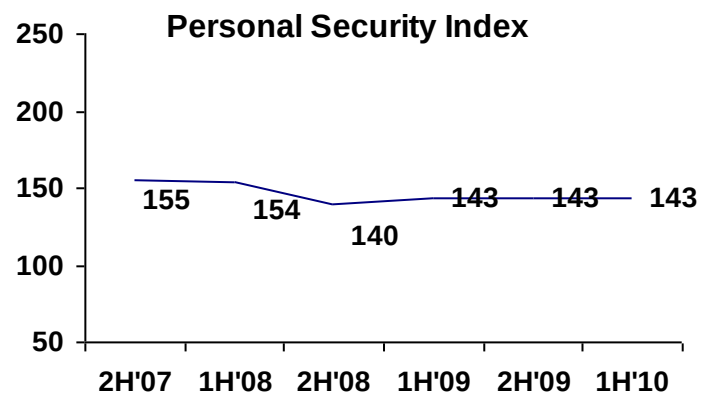
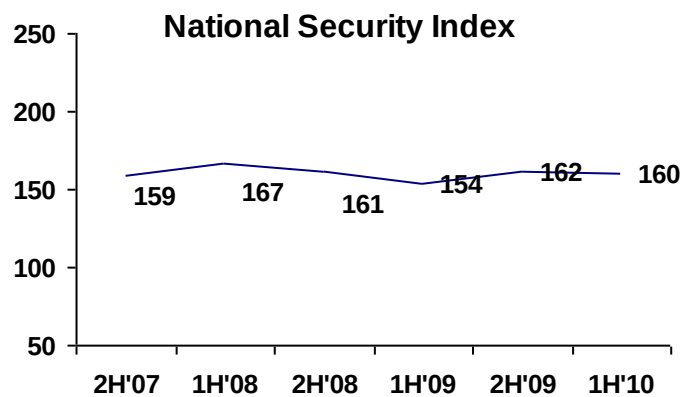
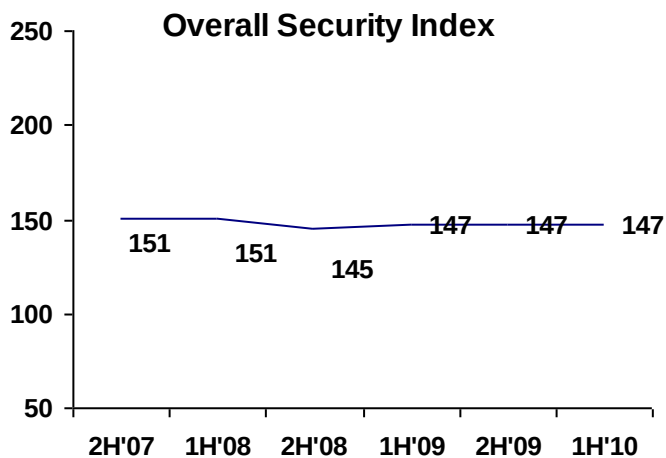
The indices for each of the four major sub areas appear below. The National Security and Financial Security indices are significantly higher than the indices for Internet Security and Personal Security.



NATIONAL SECURITY INDEX 160	FINANCIAL SECURITY INDEX 153
INTERNET SECURITY INDEX 132	PERSONAL SECURITY INDEX 143

Trends

The Overall Security Index for the US has shifted very little since the first wave of this study was conducted in August 2007. The Overall Security index is unchanged from Wave 2H'09 at 147, and the shifts in National Security, Financial Security and Internet Security have been small. However, this stability is somewhat misleading in that there have been more pronounced swings in some of the underlying areas of concern.



THE UNISYS SECURITY INDEX QUESTIONS

The “average” index scores disguise what may be an emerging shift in how Americans view these issues. There is an increase in those taking extreme positions on each issue (extremely concerned and not at all concerned) and a downward shift of those “in the middle.”

On six of the eight questions that make up the Security Index, there has been a statistically significant increase in the percent of American adults who are “extremely concerned” about each issue since the last wave in September ‘09. (For five items the significance is at 95% or higher level of confidence; one is at 90%.) On four of the measures, there are comparable and offsetting upticks in the proportion of Americans who are not at all concerned about the issue.

Issue: America’s national security in relation to war or terrorism

National security is a relatively pervasive worry, and along with identity theft is Americans’ #1 source of concern. Almost two thirds (65%) of Americans are either extremely or very concerned about U.S. national security, and there appears to have been a shift from “Very” to “Extremely” concerned. Only 11% say they are not concerned about this issue (Chart 1).

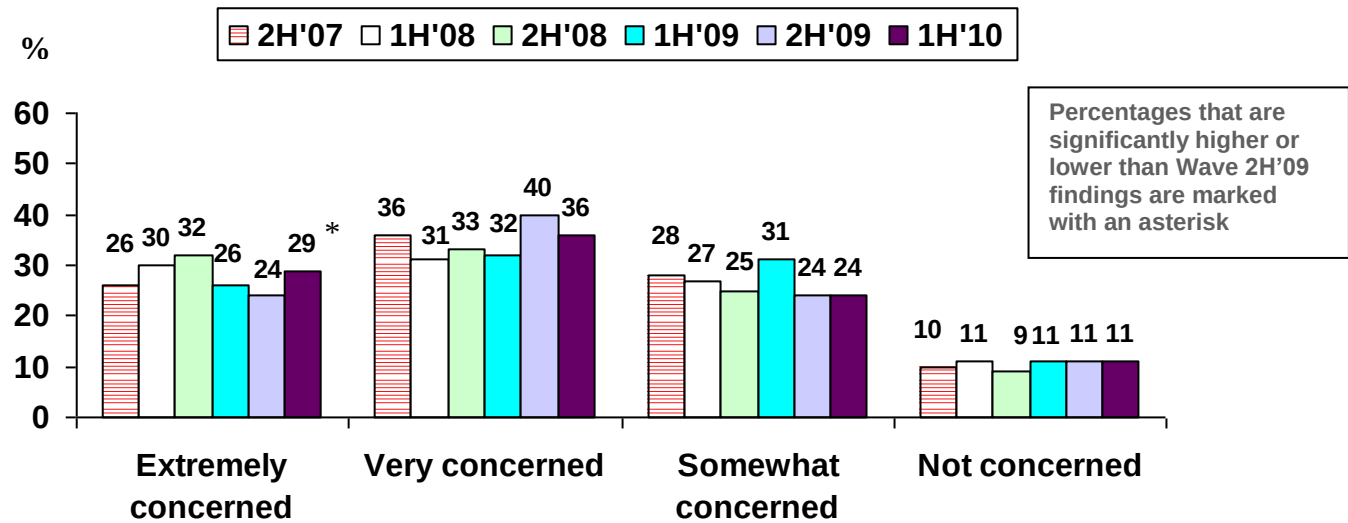


Chart 1: Concern about national security in relation to war or terrorism

Issue: A serious health epidemic occurring in America

At a time when the risk of catastrophic impacts from the H1N1 flu virus is receding, Americans are becoming somewhat less concerned about epidemics (Chart 2).

There is a statistically significant drop in the proportion of American adults who are “very concerned” about this issue, from 30% in September '09 to 23% now, and an uptick in those “not at all concerned” (90% level of confidence).

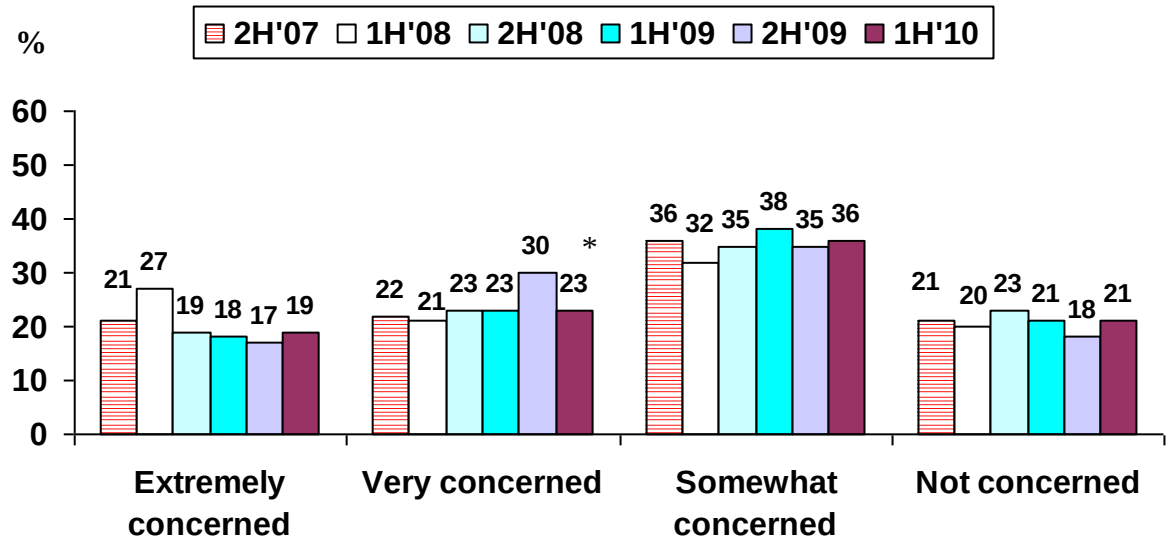


Chart 2: Concern about a serious health epidemic in America

Issue: Other people obtaining and using credit or debit card details

Most Americans are concerned about credit and debit card fraud (Chart 3) and this is the #3 area of worry. Almost two-thirds (62%) are seriously concerned about bankcard fraud, a level that has not changed materially since Wave 2H'09. There has been an increase in the proportion of Americans who are not at all concerned about this issue across the last three waves of this study.

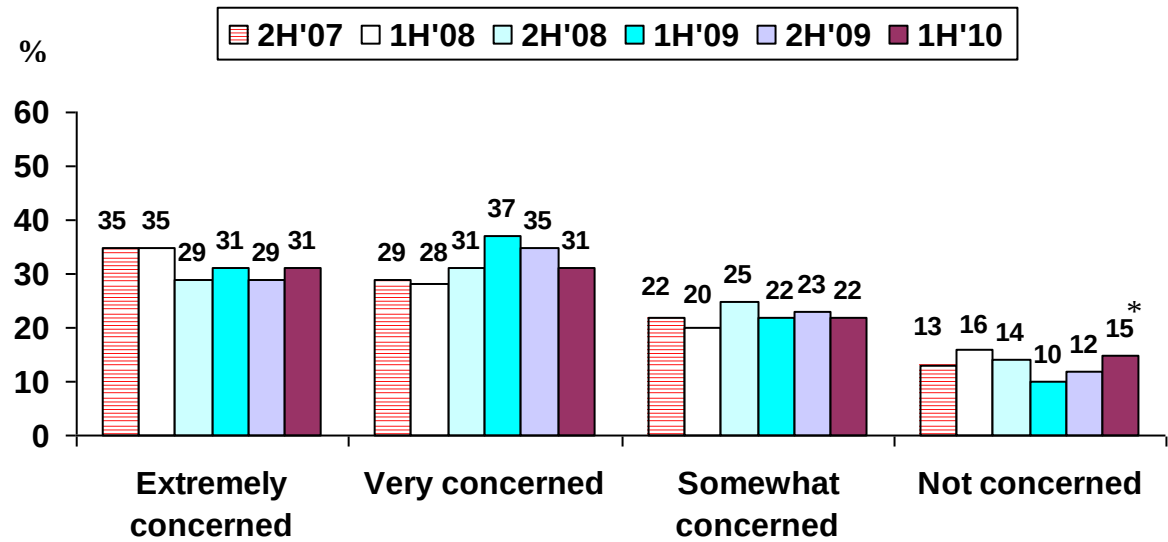


Chart 3: Concern about other people obtaining and using credit or debit card information

Issue: Ability to meet essential financial obligations

Given persistently high foreclosure and credit card default rates, it is not surprising that the proportion that is seriously concerned about meeting financial obligations represents 41% of the population (Chart 4). The changes in this chart from Wave 2H'09 are dramatic: a decline in the “very concerned” and “somewhat concerned” categories (a combined 51% in September versus 44% now) with corresponding growth at both ends of the spectrum.

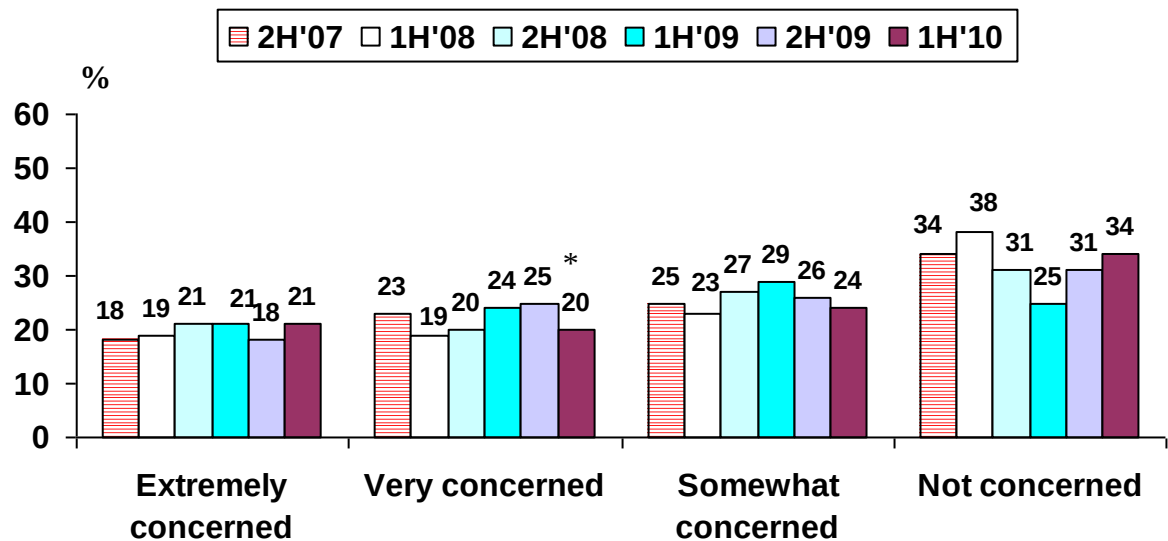
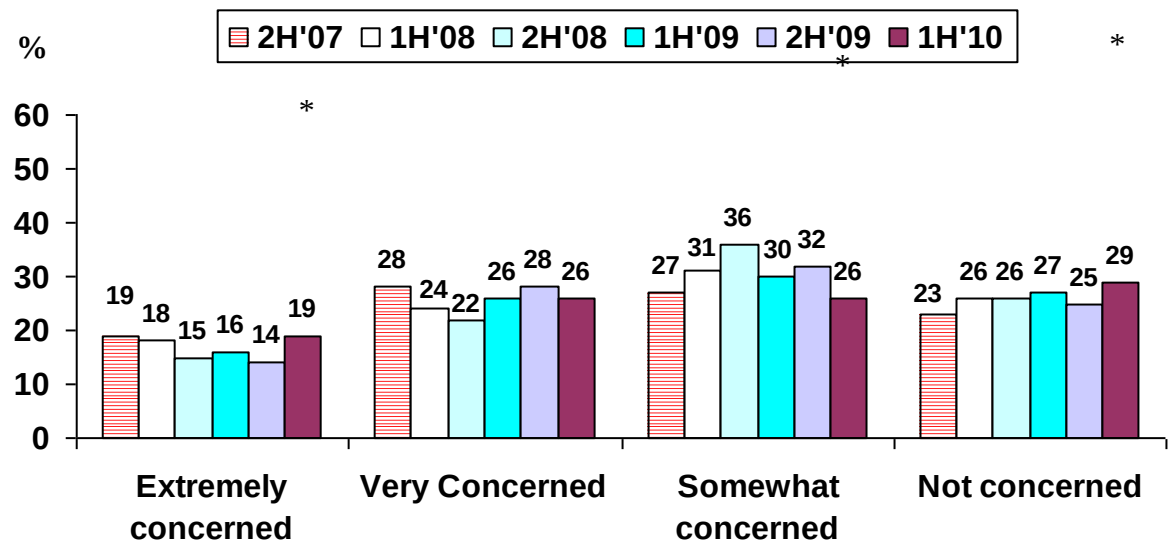


Chart 4: Concern about meeting essential financial obligations such as your mortgage, other loan, credit card or bill payments

Issue: Computer security in relation to viruses or unsolicited e-mails

Americans are divided with regard to concern about computer security. Almost half (45%) of Americans are seriously concerned about this issue, while 29% are not concerned at all (Chart 5). Paradoxically, both of these proportions have risen since Wave 2H'09. The proportion not concerned is roughly the same as the proportion of Americans who do not use the Internet, suggesting that most Internet users are concerned about this issue.

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



Issue: The security of shopping or banking online

Again, while nearly one half (43%) of Americans are seriously concerned about the security of online transactions, 29% are not concerned at all (Chart 6). These proportions have been stable since the Baseline survey. *Again, those who are unconcerned may also be consumers who do not shop or bank online.*

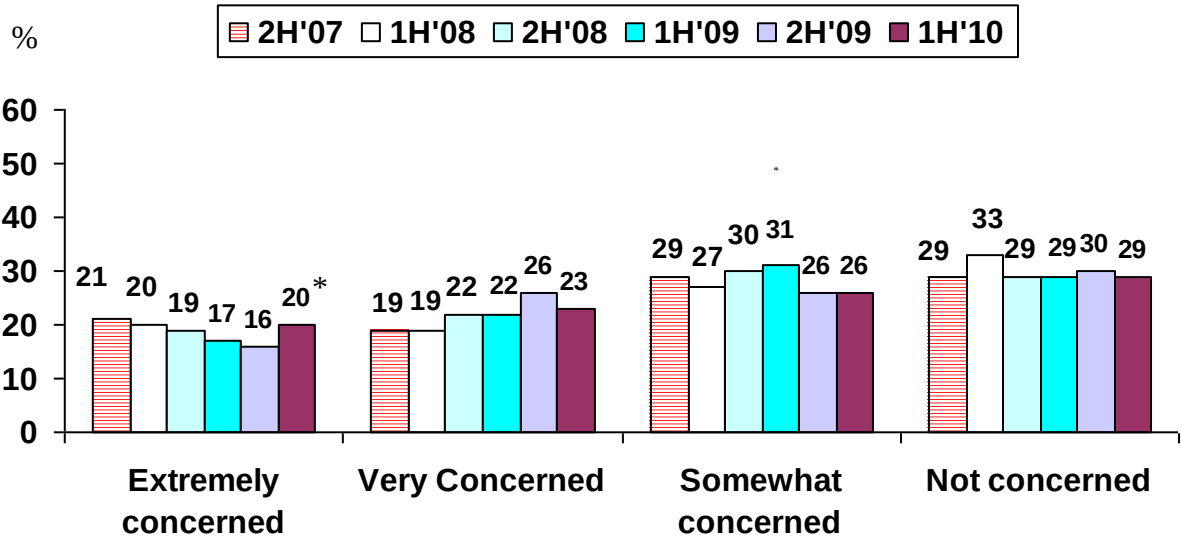


Chart 6: Concern about the security of shopping or banking online

Issue: Unauthorized access to or misuse of personal information

This question is intended to address the issue of identity theft, and this along with national security is Americans' #1 area of concern. Almost two-thirds (64%) are seriously concerned about this issue (Chart 7). While there has been an apparent shift from "Very" to "Extremely" concerned, overall, the level of concern on this issue has remained relatively high and consistent since 2007.

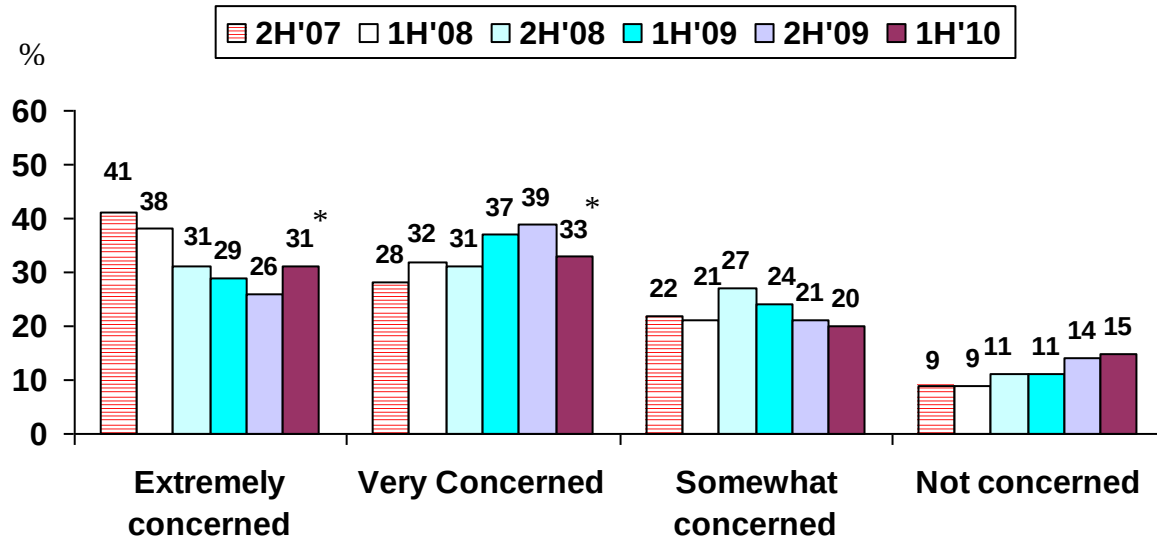


Chart 7: Concern about unauthorized access to or misuse of personal information

Issue: Your overall personal safety over the next six months

Most Americans feel comfortable about their personal safety. One-third (31%) are seriously concerned about this threat (Chart 8) and this proportion is unchanged since Wave 2H'09. This is another item on which there is movement from the center to the extremes. Since September, the proportion of Americans who are very or somewhat concerned has fallen from 53% to 45%, with growth among the extremely concerned and the not at all concerned.

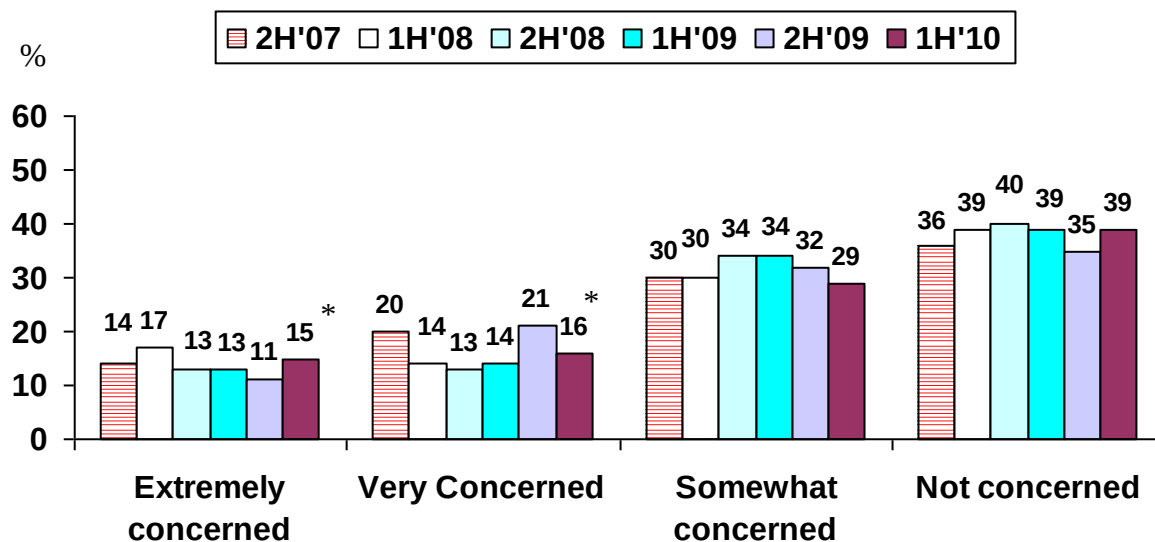


Chart 8: Concern about your overall personal safety over the next six months

How Demographic Differences Influence Security Concerns

Age

There are notable differences in how different age groups perceive security issues (Chart 9), particularly with respect to seniors aged 65 and older. They are more concerned about national security and epidemics than younger Americans, and less concerned about meeting their financial obligations, and online shopping than are younger Americans.

Middle-aged adults aged 35-65 have the greatest concern about the safety of online banking and shopping – and *these are the people who tend to have the highest earnings and greatest disposable income*. By contrast, middle-aged adults worry the least about their personal safety.

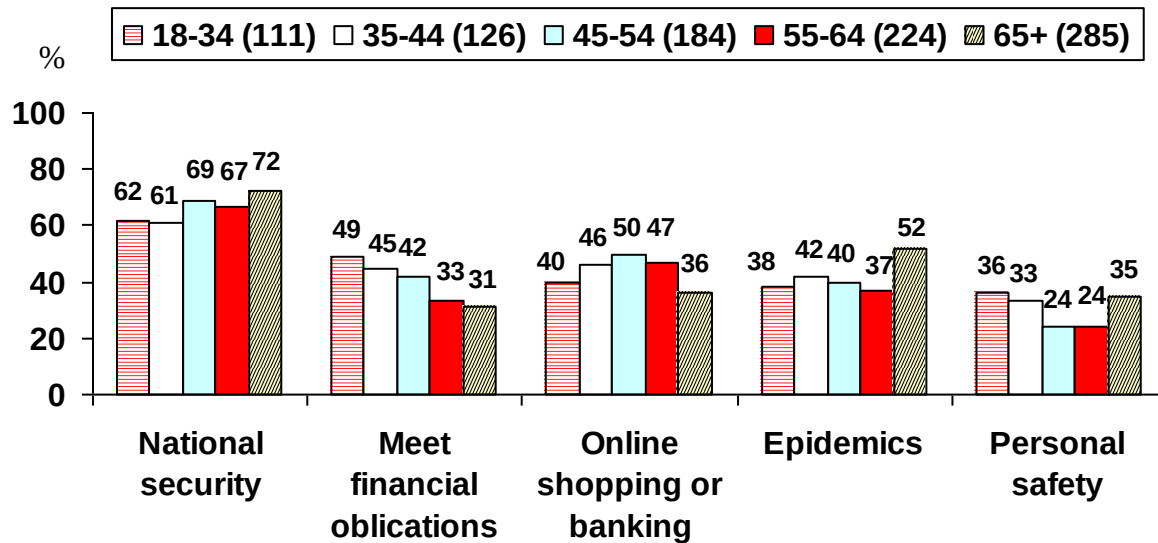


Chart 9: Percent "Extremely / Very" concerned (security threats with significant differences between age groups)

Household income

Relatively affluent households (more than \$75,000 in annual income) tend to be less concerned than other Americans about meeting their financial obligations, the threat of epidemics and personal safety (Chart 10).

Americans from households earning \$25,000-\$49,000 are the most concerned about bankcard fraud.

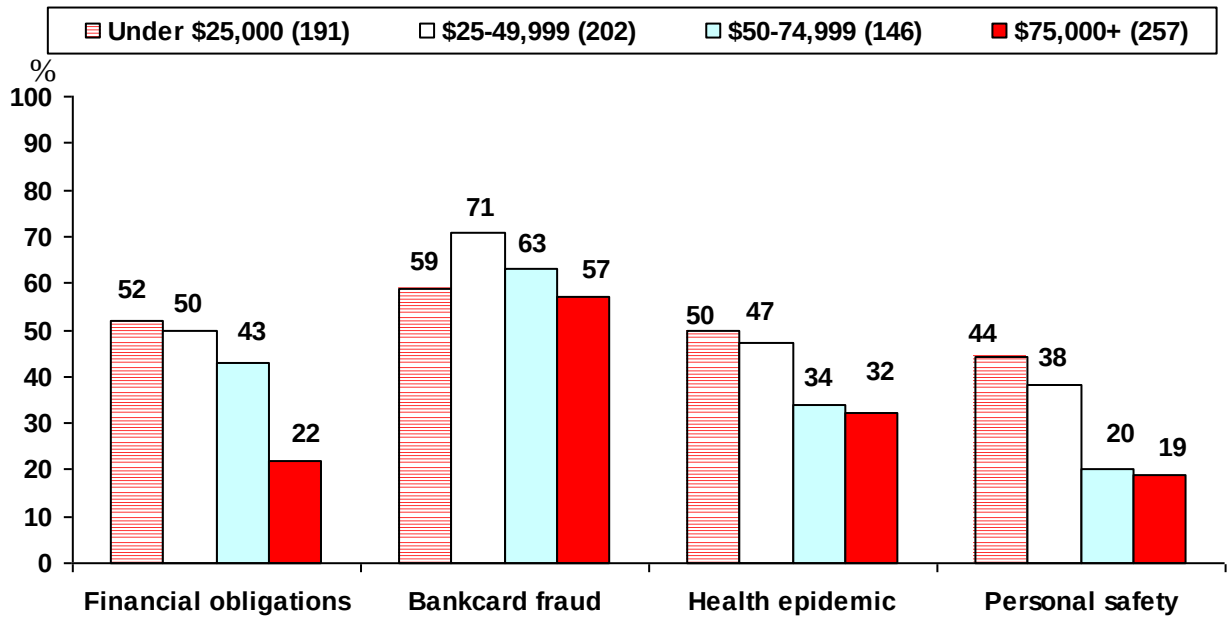


Chart 10: Percent “Extremely / Very” concerned (security threats with significant differences between income groups)

Education

College graduates tend to be less concerned than other Americans about a variety of security issues, including the risk of a health epidemic, meeting financial obligations and personal safety (Chart 11).

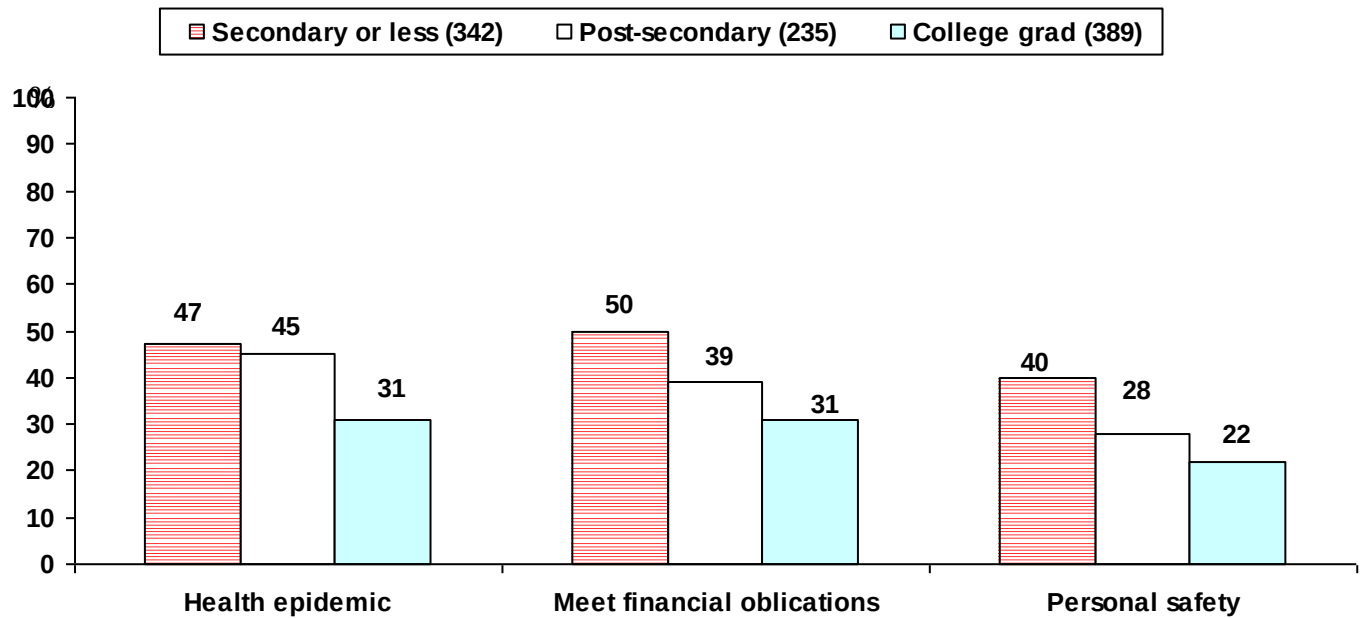


Chart 11: Percent “Extremely / Very” concerned (security threats with significant differences between education groups)

Race

Whites worry less than Hispanics and, usually, Blacks. Whites worry about half as much about personal safety as do Hispanics and Blacks.

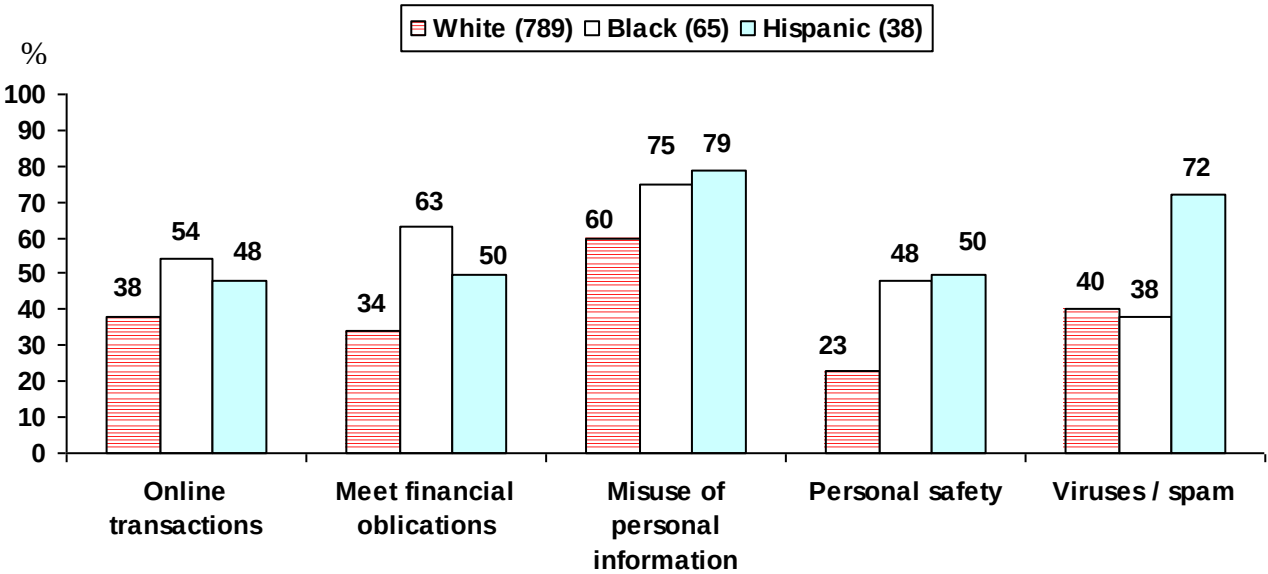


Chart 12: Percent “Extremely / Very” concerned (security threats with significant differences between racial groups)

Region

Midwesterners worry less about personal safety than do residents of other regions (Chart 13).

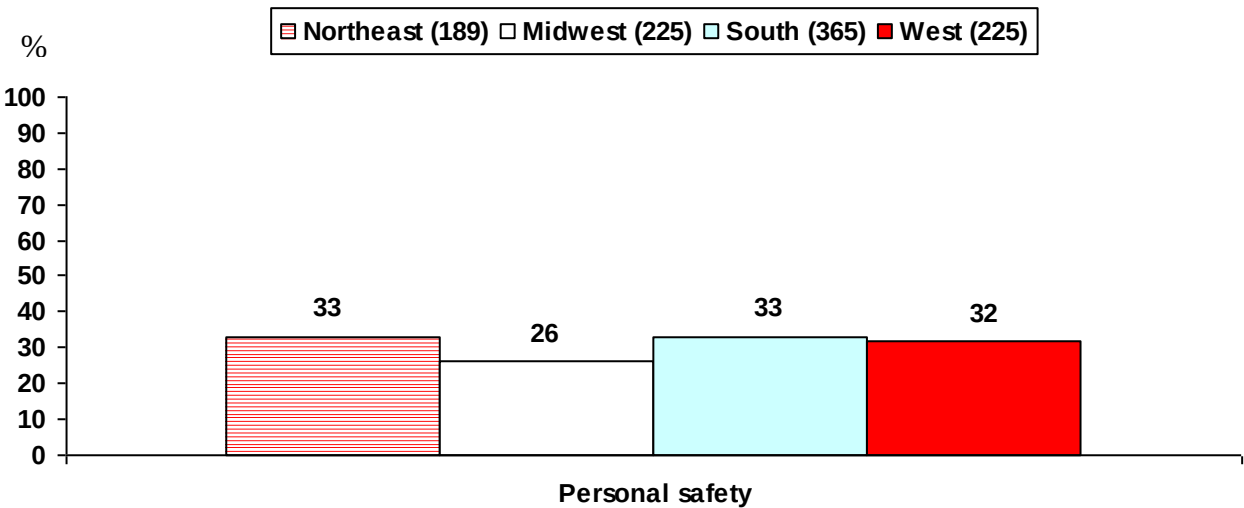


Chart 13: Percent “Extremely” or “Very” concerned (security threats with significant differences between regions) *The comparison of the Midwest versus the combination of all other regions is statistically significant at a 95% level of confidence*

SUPPLEMENTAL QUESTIONS

ISSUE: WHICH OF THE FOLLOWING STATEMENTS DESCRIBE YOUR WILLINGNESS TO SACRIFICE SOME PRIVACY FOR ENHANCED PERSONAL SECURITY AND CONVENIENCE WHEN YOU TRAVEL BY AIR?

Nearly all air travelers are willing to submit to one or more of the following security screening procedures:

- Full electronic body scans at the airport
- Identity checks using biometric data such as iris scans or fingerprints
- Provide personal data in advance such as a driver’s license or passport

Clear majorities are willing to cooperate with each of the three procedures tested, although there is less positive feeling about biometric measures than about full body scans and providing personal data in advance of travel.

Seven percent of American adults overall, and 23% of Black adults, say they would not be willing to submit to any of these procedures.

Procedures involving biometric data are least acceptable (57%), while 72% say they would be willing to provide personal data such as a driver’s license or passport in advance.

Whether Security Screening Is Acceptable to Air Travelers

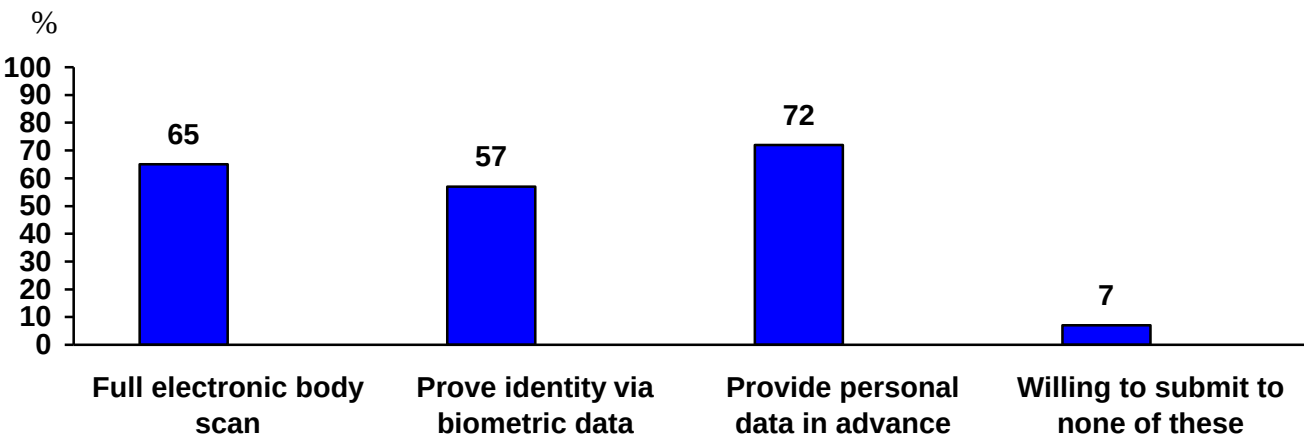


Chart 14: Whether air travelers would submit to security screening. Base: 729 respondents who travel by air.

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

For more information, please visit our web site at www.unisys.com

©2008 Unisys Corporation.

All rights reserved.

Unisys and the Unisys logo are registered trademarks of Unisys Corporation. All other brands and products referenced herein are acknowledged to be trademarks or registered trademarks of their respective holders.

Printed in the United States of America.