

The Essential Report – COBA

04 October 2021



The Essential Report

Date: 04/10/2021

Prepared By: Essential Research

Data Supplied by:



Our researchers are members of the Research Society.



About this poll

This report summarises the results of a fortnightly omnibus conducted by Essential Research with data provided by Qualtrics. The survey was conducted online from 22nd to 26th September 2021 and is based on 1,094 respondents.

The weighting efficiency applied to the results at a national level is 94%, which gives an effective sample size of 1,024. The maximal margin of error at this effective sample size is $\pm 3.1\%$ (95% confidence level).

The full methodology used to carry out this research is described in the appendix at the end of the report.

Note that due to rounding, not all tables necessarily total 100% and subtotals may also vary.

Key Insights

1. 8 in 10 people have experienced at least one type of cybercrime in the last two years – a quarter did what cybercriminals asked of them

- In the last two years, 83% of people experienced at least one of the three types of cybercrime listed. Of this cohort, 24% did what was asked of them (e.g. clicked on a link, gave personal information, sent money or goods):
 - o 76% of respondents have received suspicious text messages about missed calls, voicemails or deliveries asking them to click on a link or hear a voicemail message (Flubot scams). Of this group, while most (63%) did not do what was asked, 13% did do what was asked. A quarter (24%) of people have not experienced this type of cybercrime in the last two years.
 - o 61% of respondents have been contacted via phone or email by someone who claimed they were an official authority and asked respondents to give them personal information (e.g. bank account or credit card details). Of this cohort, half (50%) did not do what was asked, however 11% did. 39% have not experienced this type of cybercrime in the last two years.
 - o 58% of respondents have been contacted via phone or email by someone who claimed they were an official authority and asked respondents to send money or goods to them. Of this group, about half (48%) did not do what was asked, whereas 11% did. 42% have not experienced this type of cybercrime in the last two years.

2. Regardless of whether they were a victim, most of those who experienced a form cybercrime say they are now much more cautious when engaging with emails, texts and calls from unrecognised senders/numbers, with older people and women the most wary

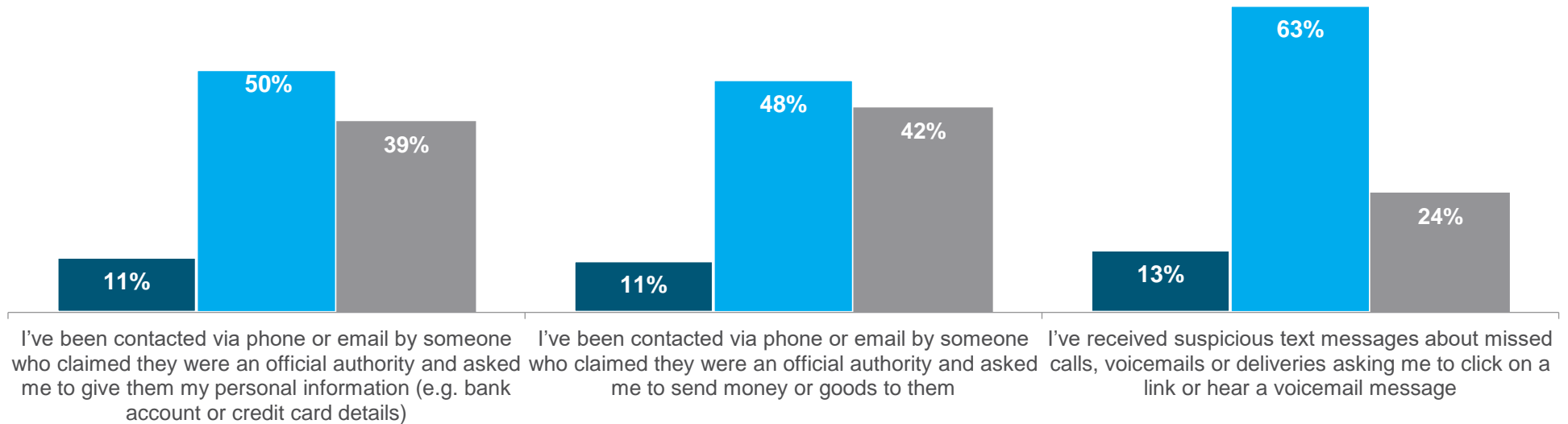
- 66% respectively say they are now much more cautious when opening, responding to, or clicking on links in emails from senders they don't recognise, and when doing the same for texts from numbers they don't recognise.
- 59% say they are now much more cautious when answering calls from numbers they don't recognise.
- About half (48%) say they are much more cautious when opening or responding to communications they receive from official authorities (e.g. government bodies, law enforcement, utility companies, telcos).
- Over a third (37%) are now much more cautious when browsing or shopping online.
- Women are more likely than men to say they are now much more cautious when engaging with emails from unrecognised senders (71% to 60%) and when engaging with texts from unrecognised numbers (71% to 61%).

Types of cybercrime experienced in the last two years

Q Cybercrime is the use of a computer or online network to commit crimes such as fraud, online image abuse, identity theft, or threats and intimidation. Some cyber criminals may attempt to impersonate official authorities to deceive and coerce people. These impersonated official authorities can include government bodies (e.g. ATO), law enforcement (e.g. police), utility companies and telcos.

Have you personally experienced any of the following types of cybercrime in the last two years?

- I've experienced this and did what was asked
- I've experienced this but did not do what was asked
- I haven't experienced this

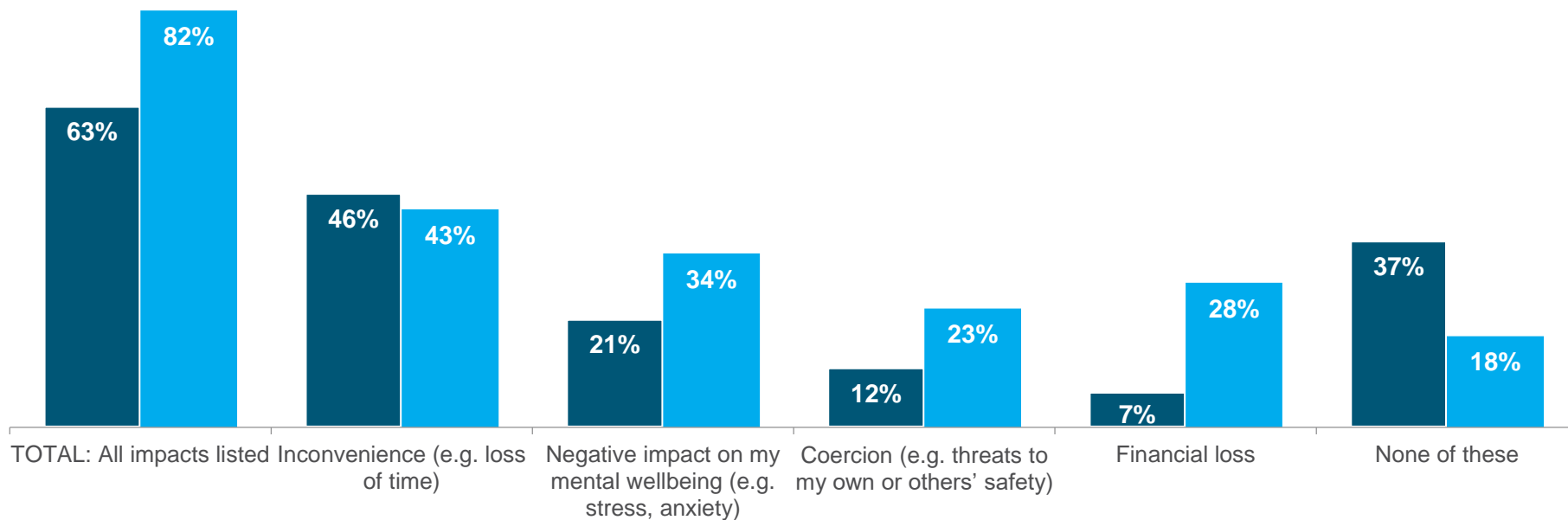


Impact of cybercrime experience

Q As a result of the cybercrime incident, which of the following did you experience, if any?

[Asked only to respondents who experienced a cybercrime incident in the last two years and (1) did what was asked or (2) did not do what was asked]

- All who experienced a cybercrime incident (both those who did do and did not do what was asked) (n=905)
- Only those who experienced a cybercrime incident and did what was asked (n=232)



Change in level of caution in various situations as a result of cybercrime experience

Q To what extent are you now more cautious in the following situations?

[Asked only to respondents who experienced a cybercrime incident in the last two years and (1) did what was asked or (2) did not do what was asked]

When opening, responding to, or clicking on links in emails from senders I don't recognise
(TOTAL: Much more / Somewhat more cautious 86%)



When opening, responding to, or clicking on links in texts from numbers I don't recognise
(TOTAL: Much more / Somewhat more cautious 85%)



When answering calls from numbers I don't recognise
(TOTAL: Much more / Somewhat more cautious 83%)



When opening or responding to communications I receive from official authorities (e.g. government bodies, law enforcement, utility companies, telcos) (TOTAL: Much more / Somewhat more cautious 80%)



When browsing or shopping online (TOTAL: Much more / Somewhat more cautious 75%)



■ Much more cautious ■ Somewhat more cautious ■ Slightly more cautious ■ No more cautious

Types of cybercrime experienced in the last two years – Asked to give personal information

- Q Cybercrime is the use of a computer or online network to commit crimes such as fraud, online image abuse, identity theft, or threats and intimidation. Some cyber criminals may attempt to impersonate official authorities to deceive and coerce people. These impersonated official authorities can include government bodies (e.g. ATO), law enforcement (e.g. police), utility companies and telcos.

Have you personally experienced any of the following types of cybercrime in the last two years?

I've been contacted via phone or email by someone who claimed they were an official authority and asked me to give them my personal information (e.g. bank account or credit card details)

	Total	Gender		Education		
		Male	Female	Secondary Education	Professional Qualifications	University Education
I've experienced this and did what was asked	11%	14%	8%	5%	11%	16%
I've experienced this but did not do what was asked	50%	50%	49%	51%	47%	51%
I haven't experienced this	39%	36%	42%	43%	42%	32%
Base (n)	1,094	539	555	267	402	399



	State					Location		Employment Status		
	NSW	VIC	QLD	SA*	WA	Capital City	Non-Capital City	In paid employment	Not in paid employment	Retired
I've experienced this and did what was asked	12%	10%	11%	19%	12%	11%	12%	15%	5%	5%
I've experienced this but did not do what was asked	50%	54%	49%	38%	51%	50%	48%	49%	50%	51%
I haven't experienced this	38%	36%	39%	43%	37%	39%	40%	35%	45%	44%
Base (n)	348	277	211	89	111	740	354	657	191	206

*Caution: Small sample size

	Household Income*			Household Composition	
	TOTAL: Lower Income	TOTAL: Mid Income	TOTAL: High Income	Dependent Children	No Dependent Children
I've experienced this and did what was asked	9%	12%	15%	16%	8%
I've experienced this but did not do what was asked	48%	50%	52%	46%	52%
I haven't experienced this	43%	38%	33%	38%	40%
Base (n)	351	333	318	422	672



Types of cybercrime experienced in the last two years – Asked to send money/goods

Q Cybercrime is the use of a computer or online network to commit crimes such as fraud, online image abuse, identity theft, or threats and intimidation. Some cyber criminals may attempt to impersonate official authorities to deceive and coerce people. These impersonated official authorities can include government bodies (e.g. ATO), law enforcement (e.g. police), utility companies and telcos.

Have you personally experienced any of the following types of cybercrime in the last two years?

I've been contacted via phone or email by someone who claimed they were an official authority and asked me to send money or goods to them

	Total	Gender		Education		
		Male	Female	Secondary Education	Professional Qualifications	University Education
I've experienced this and did what was asked	11%	13%	8%	6%	9%	15%
I've experienced this but did not do what was asked	48%	49%	46%	48%	48%	47%
I haven't experienced this	42%	38%	46%	46%	42%	38%
Base (n)	1,094	539	555	267	402	399



	State					Location		Employment Status		
	NSW	VIC	QLD	SA*	WA	Capital City	Non-Capital City	In paid employment	Not in paid employment	Retired
I've experienced this and did what was asked	10%	11%	10%	13%	12%	11%	9%	14%	8%	4%
I've experienced this but did not do what was asked	47%	50%	51%	46%	41%	47%	49%	48%	45%	48%
I haven't experienced this	44%	39%	39%	40%	47%	42%	42%	38%	48%	48%
Base (n)	348	277	211	89	111	740	354	657	191	206

	Household Income*			Household Composition	
	TOTAL: Lower Income	TOTAL: Mid Income	TOTAL: High Income	Dependent Children	No Dependent Children
I've experienced this and did what was asked	6%	12%	15%	15%	8%
I've experienced this but did not do what was asked	49%	44%	53%	44%	49%
I haven't experienced this	45%	44%	32%	41%	42%
Base (n)	351	333	318	422	672

*Caution: Small sample size



Types of cybercrime experienced in the last two years – Received suspicious texts

- Q Cybercrime is the use of a computer or online network to commit crimes such as fraud, online image abuse, identity theft, or threats and intimidation. Some cyber criminals may attempt to impersonate official authorities to deceive and coerce people. These impersonated official authorities can include government bodies (e.g. ATO), law enforcement (e.g. police), utility companies and telcos.

Have you personally experienced any of the following types of cybercrime in the last two years?

I've received suspicious text messages about missed calls, voicemails or deliveries asking me to click on a link or hear a voicemail message

	Total	Gender		Education		
		Male	Female	Secondary Education	Professional Qualifications	University Education
I've experienced this and did what was asked	13%	16%	10%	8%	12%	17%
I've experienced this but did not do what was asked	63%	60%	65%	65%	61%	63%
I haven't experienced this	24%	24%	25%	28%	26%	20%
Base (n)	1,094	539	555	267	402	399



	State					Location		Employment Status		
	NSW	VIC	QLD	SA*	WA	Capital City	Non-Capital City	In paid employment	Not in paid employment	Retired
I've experienced this and did what was asked	13%	14%	9%	18%	14%	14%	11%	16%	11%	6%
I've experienced this but did not do what was asked	62%	65%	64%	57%	58%	61%	66%	62%	61%	68%
I haven't experienced this	25%	21%	26%	25%	28%	25%	24%	22%	28%	26%
Base (n)	348	277	211	89	111	740	354	657	191	206

	Household Income*			Household Composition	
	TOTAL: Lower Income	TOTAL: Mid Income	TOTAL: High Income	Dependent Children	No Dependent Children
I've experienced this and did what was asked	11%	12%	17%	18%	10%
I've experienced this but did not do what was asked	62%	65%	64%	58%	66%
I haven't experienced this	28%	23%	19%	24%	25%
Base (n)	351	333	318	422	672

*Caution: Small sample size



Impact of cybercrime experience

Q As a result of the cybercrime incident, which of the following did you experience, if any?

[Asked only to respondents who experienced a cybercrime incident in the last two years and (1) did what was asked or (2) did not do what was asked]

	All who experienced a cybercrime incident (both those who did do and did not do what was asked)	Only those who experienced a cybercrime incident and did what was asked
Inconvenience (e.g. loss of time)	46%	43%
Negative impact on my mental wellbeing (e.g. stress, anxiety)	21%	34%
Coercion (e.g. threats to my own or others' safety)	12%	23%
Financial loss	7%	28%
None of these	37%	18%
TOTAL: All impacts listed	63%	82%
Base (n)	905	232

All who experienced a cybercrime incident (both those who did do and did not do what was asked)	Total	Gender		Education		
		Male	Female	Secondary Education	Professional Qualifications	University Education
Inconvenience (e.g. loss of time)	46%	48%	45%	41%	46%	50%
Negative impact on my mental wellbeing (e.g. stress, anxiety)	21%	21%	21%	11%	25%	24%
Coercion (e.g. threats to my own or others' safety)	12%	14%	9%	7%	13%	14%
Financial loss	7%	9%	5%	4%	9%	7%
None of these	37%	31%	42%	49%	32%	32%
TOTAL: All impacts listed	63%	69%	58%	51%	68%	68%
Base (n)	905	447	458	212	325	351



All who experienced a cybercrime incident (both those who did do and did not do what was asked)	State					Location		Employment Status		
	NSW	VIC	QLD	SA*	WA*	Capital City	Non-Capital City	In paid employment	Not in paid employment	Retired
Inconvenience (e.g. loss of time)	46%	44%	49%	39%	53%	45%	48%	45%	50%	48%
Negative impact on my mental wellbeing (e.g. stress, anxiety)	19%	25%	18%	26%	21%	21%	21%	21%	30%	17%
Coercion (e.g. threats to my own or others' safety)	12%	9%	15%	10%	17%	12%	12%	14%	11%	5%
Financial loss	5%	6%	7%	14%	10%	6%	9%	9%	5%	2%
None of these	39%	36%	36%	40%	32%	38%	35%	33%	38%	45%
TOTAL: All impacts listed	61%	64%	64%	60%	68%	62%	65%	67%	62%	55%
Base (n)	292	232	177	70	88	607	298	560	148	168

***Caution: Small sample size**

All who experienced a cybercrime incident (both those who did do and did not do what was asked)	Household Income*			Household Composition	
	TOTAL: Lower Income	TOTAL: Mid Income	TOTAL: High Income	Dependent Children	No Dependent Children
Inconvenience (e.g. loss of time)	46%	48%	45%	44%	47%
Negative impact on my mental wellbeing (e.g. stress, anxiety)	23%	20%	21%	24%	20%
Coercion (e.g. threats to my own or others' safety)	10%	12%	15%	15%	10%
Financial loss	4%	6%	12%	10%	5%
None of these	41%	35%	31%	35%	38%
TOTAL: All impacts listed	59%	65%	69%	65%	62%
Base (n)	285	272	285	344	561



Change in level of caution – when browsing/shopping online

Q To what extent are you now more cautious in the following situations?

[Asked only to respondents who experienced a cybercrime incident in the last two years and (1) did what was asked or (2) did not do what was asked]

When browsing or shopping online

	Total	Gender		Education		
		Male	Female	Secondary Education	Professional Qualifications	University Education
Much more cautious	37%	36%	39%	37%	39%	35%
Somewhat more cautious	38%	37%	39%	39%	36%	39%
Slightly more cautious	18%	21%	16%	16%	18%	20%
No more cautious	7%	7%	7%	9%	7%	7%
TOTAL: Much more + Somewhat more cautious	75%	72%	77%	75%	76%	73%
TOTAL: Slightly more + No more cautious	25%	28%	23%	25%	24%	27%
Base (n)	905	447	458	212	325	351

	State					Location		Employment Status		
	NSW	VIC	QLD	SA*	WA*	Capital City	Non-Capital City	In paid employment	Not in paid employment	Retired
Much more cautious	34%	39%	47%	25%	32%	35%	41%	32%	42%	49%
Somewhat more cautious	41%	34%	33%	49%	39%	38%	37%	40%	34%	34%
Slightly more cautious	19%	20%	14%	15%	19%	19%	16%	20%	19%	11%
No more cautious	5%	7%	7%	10%	10%	8%	5%	8%	6%	7%
TOTAL: Much more + Somewhat more cautious	75%	73%	79%	75%	71%	73%	78%	72%	75%	83%
TOTAL: Slightly more + No more cautious	25%	27%	21%	25%	29%	27%	22%	28%	25%	17%
Base (n)	292	232	177	70	88	607	298	560	148	168

*Caution: Small sample size

	Household Income*			Household Composition	
	TOTAL: Lower Income	TOTAL: Mid Income	TOTAL: High Income	Dependent Children	No Dependent Children
Much more cautious	46%	32%	33%	35%	39%
Somewhat more cautious	34%	42%	37%	36%	39%
Slightly more cautious	13%	18%	23%	21%	16%
No more cautious	7%	8%	7%	8%	7%
TOTAL: Much more + Somewhat more cautious	80%	74%	70%	71%	77%
TOTAL: Slightly more + No more cautious	20%	26%	30%	29%	23%
Base (n)	285	272	285	344	561



Change in level of caution – when engaging with emails from unrecognised senders

Q To what extent are you now more cautious in the following situations?

[Asked only to respondents who experienced a cybercrime incident in the last two years and (1) did what was asked or (2) did not do what was asked]

When opening, responding to, or clicking on links in emails from senders I don't recognise

	Total	Gender		Education		
		Male	Female	Secondary Education	Professional Qualifications	University Education
Much more cautious	66%	60%	71%	68%	69%	61%
Somewhat more cautious	20%	24%	17%	19%	19%	23%
Slightly more cautious	10%	12%	8%	9%	9%	12%
No more cautious	4%	3%	4%	4%	3%	4%
TOTAL: Much more + Somewhat more cautious	86%	84%	88%	87%	88%	84%
TOTAL: Slightly more + No more cautious	14%	16%	12%	13%	12%	16%
Base (n)	905	447	458	212	325	351



	State					Location		Employment Status		
	NSW	VIC	QLD	SA*	WA*	Capital City	Non-Capital City	In paid employment	Not in paid employment	Retired
Much more cautious	68%	68%	66%	50%	62%	64%	69%	59%	67%	88%
Somewhat more cautious	19%	20%	21%	29%	21%	21%	20%	24%	21%	7%
Slightly more cautious	11%	8%	9%	11%	14%	10%	9%	12%	9%	3%
No more cautious	2%	4%	4%	10%	3%	5%	2%	4%	3%	2%
TOTAL: Much more + Somewhat more cautious	87%	88%	87%	78%	83%	85%	89%	83%	88%	95%
TOTAL: Slightly more + No more cautious	13%	12%	13%	22%	17%	15%	11%	17%	12%	5%
Base (n)	292	232	177	70	88	607	298	560	148	168

*Caution: Small sample size

	Household Income*			Household Composition	
	TOTAL: Lower Income	TOTAL: Mid Income	TOTAL: High Income	Dependent Children	No Dependent Children
Much more cautious	72%	65%	60%	61%	69%
Somewhat more cautious	18%	22%	22%	22%	19%
Slightly more cautious	6%	10%	14%	14%	8%
No more cautious	4%	3%	4%	4%	4%
TOTAL: Much more + Somewhat more cautious	90%	87%	82%	83%	88%
TOTAL: Slightly more + No more cautious	10%	13%	18%	17%	12%
Base (n)	285	272	285	344	561



Change in level of caution – when engaging with texts from unrecognised numbers

Q To what extent are you now more cautious in the following situations?

[Asked only to respondents who experienced a cybercrime incident in the last two years and (1) did what was asked or (2) did not do what was asked]

When opening, responding to, or clicking on links in texts from numbers I don't recognise

	Total	Gender		Education		
		Male	Female	Secondary Education	Professional Qualifications	University Education
Much more cautious	66%	61%	71%	66%	71%	62%
Somewhat more cautious	19%	22%	17%	18%	19%	20%
Slightly more cautious	10%	12%	8%	11%	7%	13%
No more cautious	4%	5%	4%	4%	4%	5%
TOTAL: Much more + Somewhat more cautious	85%	83%	88%	84%	89%	82%
TOTAL: Slightly more + No more cautious	15%	17%	12%	16%	11%	18%
Base (n)	905	447	458	212	325	351



	State					Location		Employment Status		
	NSW	VIC	QLD	SA*	WA*	Capital City	Non-Capital City	In paid employment	Not in paid employment	Retired
Much more cautious	66%	69%	70%	46%	64%	65%	69%	61%	63%	87%
Somewhat more cautious	21%	17%	17%	28%	20%	19%	20%	21%	24%	7%
Slightly more cautious	11%	11%	7%	11%	14%	11%	8%	12%	10%	4%
No more cautious	3%	3%	5%	15%	2%	5%	4%	5%	3%	2%
TOTAL: Much more + Somewhat more cautious	86%	86%	88%	74%	84%	84%	89%	83%	87%	94%
TOTAL: Slightly more + No more cautious	14%	14%	12%	26%	16%	16%	11%	17%	13%	6%
Base (n)	292	232	177	70	88	607	298	560	148	168

	Household Income*			Household Composition	
	TOTAL: Lower Income	TOTAL: Mid Income	TOTAL: High Income	Dependent Children	No Dependent Children
Much more cautious	69%	68%	61%	61%	69%
Somewhat more cautious	19%	17%	22%	20%	19%
Slightly more cautious	8%	10%	14%	14%	8%
No more cautious	4%	5%	4%	4%	5%
TOTAL: Much more + Somewhat more cautious	88%	85%	83%	82%	88%
TOTAL: Slightly more + No more cautious	12%	15%	17%	18%	12%
Base (n)	285	272	285	344	561

*Caution: Small sample size



Change in level of caution – when answering calls from unrecognised numbers

Q To what extent are you now more cautious in the following situations?

[Asked only to respondents who experienced a cybercrime incident in the last two years and (1) did what was asked or (2) did not do what was asked]

When answering calls from numbers I don't recognise

	Total	Gender		Education		
		Male	Female	Secondary Education	Professional Qualifications	University Education
Much more cautious	59%	56%	62%	62%	61%	54%
Somewhat more cautious	24%	24%	25%	19%	23%	27%
Slightly more cautious	11%	14%	9%	10%	11%	13%
No more cautious	6%	6%	5%	8%	4%	6%
TOTAL: Much more + Somewhat more cautious	83%	80%	86%	82%	85%	82%
TOTAL: Slightly more + No more cautious	17%	20%	14%	18%	15%	18%
Base (n)	905	447	458	212	325	351



	State					Location		Employment Status		
	NSW	VIC	QLD	SA*	WA*	Capital City	Non-Capital City	In paid employment	Not in paid employment	Retired
Much more cautious	57%	59%	62%	52%	62%	57%	63%	54%	61%	76%
Somewhat more cautious	27%	24%	19%	26%	27%	24%	25%	27%	25%	17%
Slightly more cautious	12%	13%	12%	4%	8%	13%	8%	14%	10%	3%
No more cautious	4%	4%	7%	18%	3%	6%	4%	6%	5%	4%
TOTAL: Much more + Somewhat more cautious	85%	83%	81%	78%	89%	81%	88%	80%	85%	92%
TOTAL: Slightly more + No more cautious	15%	17%	19%	22%	11%	19%	12%	20%	15%	8%
Base (n)	292	232	177	70	88	607	298	560	148	168

*Caution: Small sample size

	Household Income*			Household Composition	
	TOTAL: Lower Income	TOTAL: Mid Income	TOTAL: High Income	Dependent Children	No Dependent Children
Much more cautious	61%	62%	53%	55%	61%
Somewhat more cautious	25%	23%	25%	24%	25%
Slightly more cautious	9%	10%	16%	14%	10%
No more cautious	6%	6%	6%	7%	5%
TOTAL: Much more + Somewhat more cautious	86%	85%	78%	79%	86%
TOTAL: Slightly more + No more cautious	14%	15%	22%	21%	14%
Base (n)	285	272	285	344	561



Change in level of caution – when engaging with communications from official authorities

Q To what extent are you now more cautious in the following situations?

[Asked only to respondents who experienced a cybercrime incident in the last two years and (1) did what was asked or (2) did not do what was asked]

When opening or responding to communications I receive from official authorities (e.g. government bodies, law enforcement, utility companies, telcos)

	Total	Gender		Education		
		Male	Female	Secondary Education	Professional Qualifications	University Education
Much more cautious	48%	46%	51%	49%	51%	45%
Somewhat more cautious	32%	32%	32%	31%	31%	33%
Slightly more cautious	15%	18%	13%	15%	14%	17%
No more cautious	5%	4%	5%	5%	4%	5%
TOTAL: Much more + Somewhat more cautious	80%	77%	83%	80%	82%	78%
TOTAL: Slightly more + No more cautious	20%	23%	17%	20%	18%	22%
Base (n)	905	447	458	212	325	351

	State					Location		Employment Status		
	NSW	VIC	QLD	SA*	WA*	Capital City	Non-Capital City	In paid employment	Not in paid employment	Retired
Much more cautious	48%	50%	51%	38%	47%	48%	49%	44%	51%	59%
Somewhat more cautious	31%	31%	32%	32%	37%	31%	34%	35%	28%	25%
Slightly more cautious	18%	14%	12%	19%	15%	16%	14%	16%	16%	13%
No more cautious	2%	5%	6%	11%	2%	6%	2%	5%	4%	2%
TOTAL: Much more + Somewhat more cautious	79%	81%	83%	70%	83%	79%	83%	79%	80%	85%
TOTAL: Slightly more + No more cautious	21%	19%	17%	30%	17%	21%	17%	21%	20%	15%
Base (n)	292	232	177	70	88	607	298	560	148	168

*Caution: Small sample size

	Household Income*			Household Composition	
	TOTAL: Lower Income	TOTAL: Mid Income	TOTAL: High Income	Dependent Children	No Dependent Children
Much more cautious	53%	48%	42%	45%	50%
Somewhat more cautious	28%	33%	36%	34%	30%
Slightly more cautious	14%	15%	17%	16%	15%
No more cautious	5%	4%	5%	5%	4%
TOTAL: Much more + Somewhat more cautious	81%	81%	78%	80%	80%
TOTAL: Slightly more + No more cautious	19%	19%	22%	20%	20%
Base (n)	285	272	285	344	561



Appendix: Household income definitions*

TOTAL: Lower Income	<p>Up to \$51,999 per year</p> <p>Total of all wages/salaries, government benefits, pensions, allowances and other income that your household usually receives (GROSS – before tax and superannuation deductions)</p>
TOTAL: Mid Income	<p>\$52,000 to \$103,999 per year</p> <p>Total of all wages/salaries, government benefits, pensions, allowances and other income that your household usually receives (GROSS – before tax and superannuation deductions)</p>
TOTAL: High Income	<p>More than \$104,000 per year</p> <p>Total of all wages/salaries, government benefits, pensions, allowances and other income that your household usually receives (GROSS – before tax and superannuation deductions)</p>

Appendix: Methodology, margin of error and professional standards

The data gathered for this report is gathered from a fortnightly online omnibus run by Essential Research with sample provided by Qualtrics from online panels.

The online omnibus is active from the Wednesday night of each week and closed on the following Sunday. The target population is all Australian residents aged 18+. Participants were invited to participate and completed the survey online without an interviewer present and incentives were offered for participation.

The response rate varies each week, but usually delivers 1000+ interviews. Quotas are applied to be representative of the target population by age, gender and location.

RIM weighting is applied to the data using information sourced from the Australian Bureau of Statistics (ABS) and the Australian Electoral Commission (AEC). The factors used in the weighting are age, gender, location and party ID.

Information for the weighting efficiency, effective sample size and margin of error for each poll (from June 2021) can be found here: <https://essentialvision.com.au/about-this-poll>

Each fortnight, the team at Essential Media Communications discusses issues that are topical and a series of questions are devised to put to the Australian public. Some questions are repeated regularly (such as political preference and leadership approval), while others are unique to each week and reflect current media and



social issues. Full text for standard voting and regular political preferences can be found in the link above. No questions were asked prior to these questions which have material influence on results.

Participants not eligible to vote in federal elections (either for age, residency or other reasons) are excluded from voting intention. Eligible participants are able to select 'Unsure' for voting intention. They were then asked a 'leaner' question which also included an 'Unsure' option. Participants answering 'Unsure' are NOT excluded from published results, or any subsequent questions. 2 party preferred (2PP) calculations use stated preference. Preference flows from previous federal and state elections are only used for participants answering 'Unsure' for stated preference.

All Essential Research staff hold Research Society membership and are bound by professional codes of behaviour. This research is compliant with the Australian Polling Council Quality Mark standards.

Appendix: Questionnaire

ASK ALL

- Q1. Cybercrime is the use of a computer or online network to commit crimes such as fraud, online image abuse, identity theft, or threats and intimidation. Some cyber criminals may attempt to impersonate official authorities to deceive and coerce people. These impersonated official authorities can include government bodies (e.g. ATO), law enforcement (e.g. police), utility companies and telcos.

Have you personally experienced any of the following types of cybercrime in the last two years?

- a. I've experienced this and did what was asked
- b. I've experienced this but did not do what was asked
- c. I haven't experienced this

SINGLE RESPONSE PER STATEMENT. RANDOMISE OPTIONS.

1. I've been contacted via phone or email by someone who claimed they were an official authority and asked me to give them my personal information (e.g. bank account or credit card details)
2. I've been contacted via phone or email by someone who claimed they were an official authority and asked me to send money or goods to them
3. I've received suspicious text messages about missed calls, voicemails or deliveries asking me to click on a link or hear a voicemail message

ASK IF OPTION A OR B SELECTED AT ANY Q1 STATEMENT

(Experienced cybercrime incident and did what was asked / Experienced cybercrime incident but did not do what was asked)

- Q2. As a result of the cybercrime incident, which of the following did you experience, if any?

MULTIPLE RESPONSE. RANDOMISE OPTIONS 1-4. ANCHOR OPTION 5 'NONE OF THESE' AND MAKE EXCLUSIVE.

1. **[SHOW ONLY IF OPTION A SELECTED AT Q1=1-3 (Experienced cybercrime incident and did what was asked)]**
Financial loss
2. Negative impact on my mental wellbeing (e.g. stress, anxiety)
3. Coercion (e.g. threats to my own or others' safety)
4. Inconvenience (e.g. loss of time)
5. None of these



**ASK IF OPTION A OR B SELECTED AT ANY Q1 STATEMENT
(Experienced cybercrime incident and did what was asked /
Experienced cybercrime incident but did not do what was
asked)**

Q3. To what extent are you now more cautious in the following situations?:

- a. **Much more cautious**
- b. **Somewhat more cautious**
- c. **Slightly more cautious**
- d. **No more cautious**

**SINGLE RESPONSE PER STATEMENT. RANDOMISE
STATEMENTS.**

1. When browsing or shopping online
2. When opening, responding to, or clicking on links in emails from senders I don't recognise
3. When opening, responding to, or clicking on links in texts from numbers I don't recognise
4. When answering calls from numbers I don't recognise
5. When opening or responding to communications I receive from official authorities (e.g. government bodies, law enforcement, utility companies, telcos)

