

Public Confidence in the Policing of Cybercrime

 MillwardBrownUlster

Summary Report of Findings

Background

- The Northern Ireland Policing Board commissioned Millward Brown Ulster to undertake three elements of a programme of research under the umbrella of ‘Confidence in Northern Ireland Policing’.
- This report addresses the following element on Cybercrime.

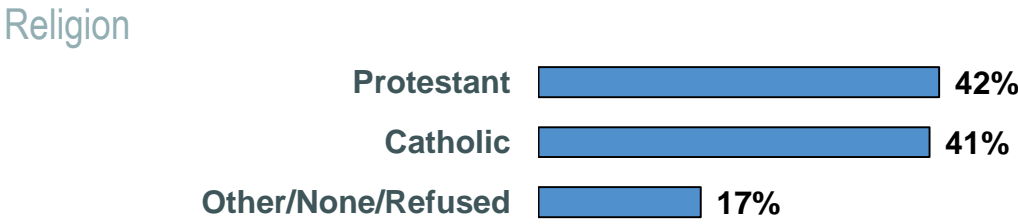
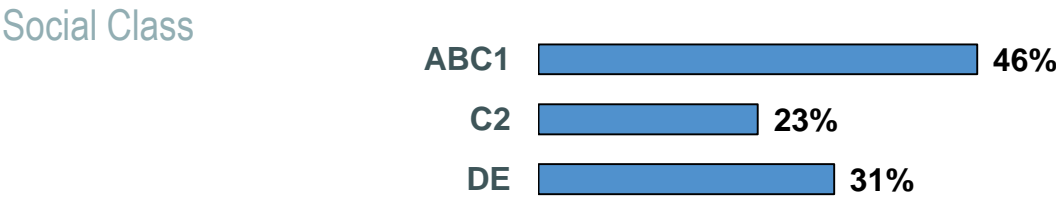
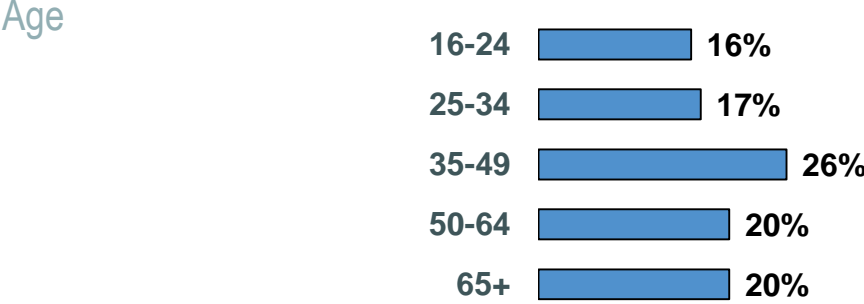
How can the PSNI engage the community on the risks posed by cybercrime without causing undue alarm and build confidence in their strategy for dealing with this crime that those most vulnerable are adequately protected?

Methodology and Sample

- Questions were included on one wave of the Millward Brown Ulster Omnibus Survey.
- Fieldwork was conducted during February 2014.
- Interviewing conducted face-to-face by means of HAPI (Handheld Assisted Personal Interviewing).
- Following the initial random selection of a total of 45 sampling points (spread over approximately 80 electoral wards), a quota sampling methodology was utilised.
- Final sample of 1009 was weighted to be representative of NI 16+ population in terms of gender, age, social class, religion and region. Bases shown throughout are un-weighted bases.
- Fieldwork was conducted by members of the Millward Brown Ulster Interviewer Panel.
- All research conducted in compliance with the international standard ISO 20252 : 2012.
- More details of the methodology, including sampling and the questionnaire in Appendices.



Sample Profile and Social Grade Classification:

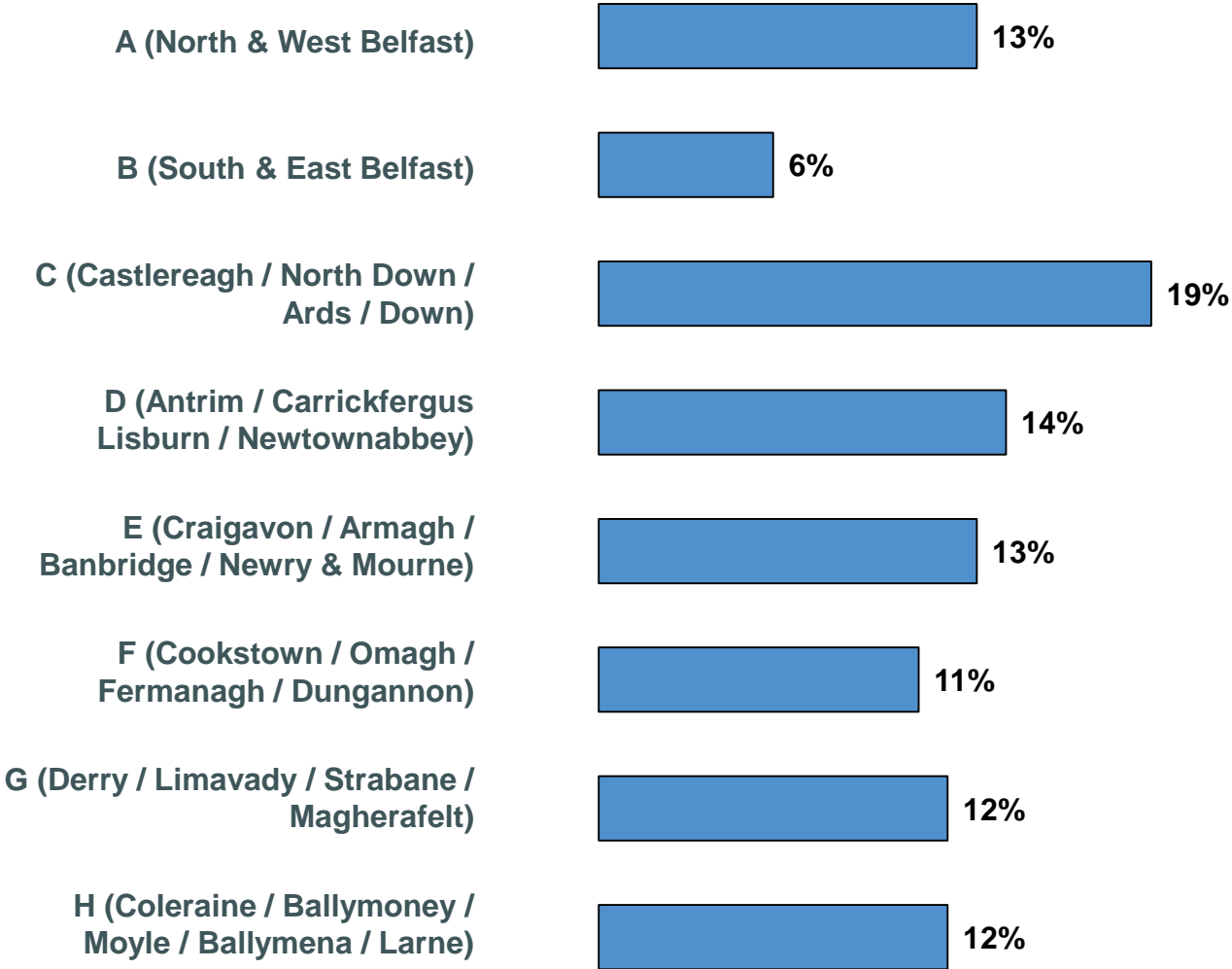


Social Grade Classification – based on occupation of the Chief Income Earner in household

- AB – Upper / Middle Class
- C1 – Lower Middle Class
- C2 – Skilled Working Class
- D – Other Working Class
- E – Other (those entirely dependent on the state long term due to sickness, unemployment, pensioners)

Sample Profile:

Policing District



Key Findings

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Summary of Key Findings

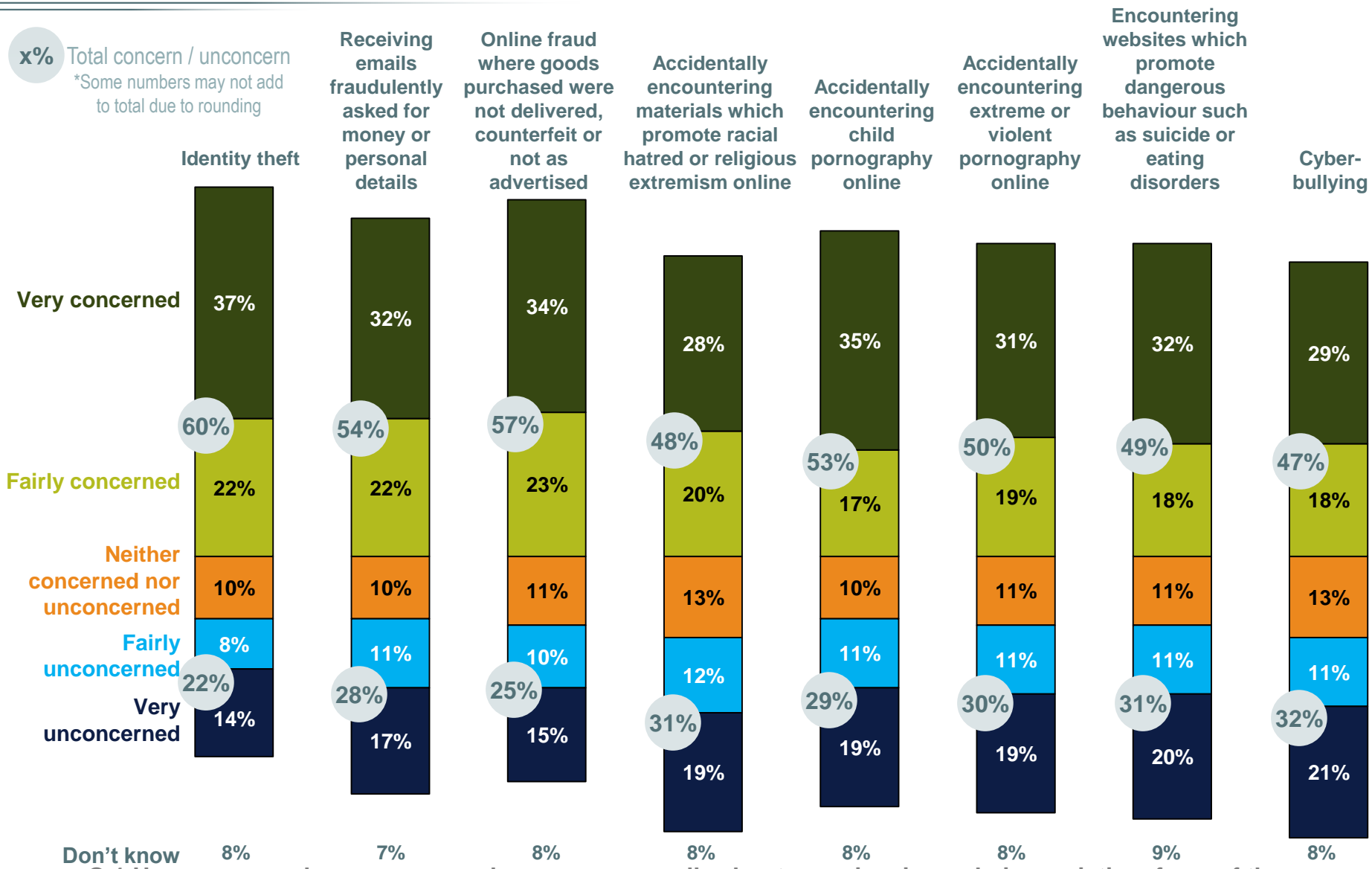
- There is considerable concern amongst internet users about cybercrime.
- At least two thirds of internet users are concerned about identity theft or online fraud.
- However concern is also high for all other types of cybercrime such as receiving emails fraudulently asking for money or personal details, accidentally encountering various types of unsolicited material online or cyberbullying, with well over half of internet users concerned about each type.
- Most internet users do take at least some steps to try to protect themselves from becoming a victim, the most frequently cited including only using well known, popular or trusted sites or having up-to-date security software on their home computer.
- Respondents were asked if they are concerned about cybercrime when their children are online. Excluding those who said they didn't have children under 18, three quarters expressed concern, most of these very concerned. Two thirds of this same group take additional steps to protect their children from cybercrime, including monitoring their child's use of social media sites.
- However only 1 in 4 are aware of any measures that the PSNI take in order to tackle cybercrime, although awareness of measures is slightly greater when those with no children under 18 are excluded, largely due, it would appear, to PSNI visits to schools and colleges or the guidelines they provide to schools and other groups.
- While views are divided over how the PSNI should prioritise their resources and the role they should play, educating the public on avoiding becoming a victim is most likely to be cited, even more so by internet users and amongst those with children under 18.

Summary of Key Findings - Continued

- Almost 1 in 10 considered themselves to have already been victim of some type of cybercrime.
- In turn just over 1 in 10 who had experienced such a crime reported it to the police. Victims are more likely to have reported it to the bank or internet provider. 1 in 3 didn't report the crime to anyone.
- Even fewer contacted anyone for advice but of those who did, the PSNI were most widely cited.
- Around two thirds of all respondents said they would be likely to contact the police, whether it would be to report the crime or get advice, with most of these actually saying they would be very likely.
- The likelihood of reporting a cybercrime does differ somewhat across Northern Ireland with females, those aged 35-49, ABC1's or C2's (see social class groups explanation in methodology), Protestants and those living in South or East Belfast all more likely to contact the PSNI.
- Overall confidence in the police however has the greatest impact on the likelihood of reporting cybercrime to them, with 6 in 10 of those with confidence in the police very likely to report a crime compared to only 4 in 10 who don't have confidence.
- Not believing there is anything the police could do is clearly a key reason for not reporting a cybercrime to them, followed by a perception that the crime wouldn't be serious enough, that they would be wasting the police's time or that the police just wouldn't take it seriously.

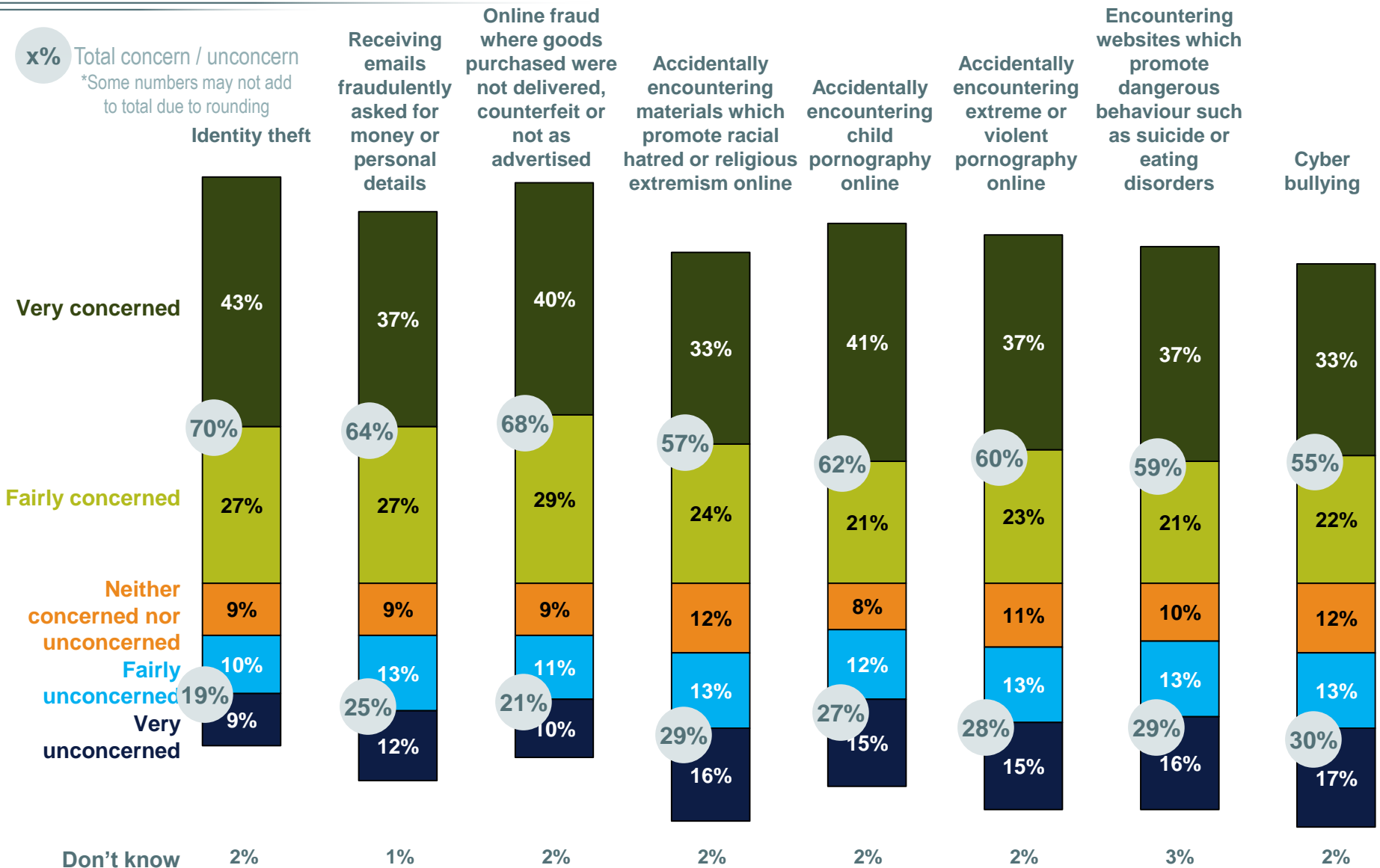
Level of concern about personally experiencing Cybercrime: Concerns over cybercrime of all types would appear to be fairly widespread, with significant proportions (around half or more) of the general public at least fairly concerned about all of these types of cybercrime. Those that appear to cause highest levels of concern include identity theft (60%) and online fraud where goods purchased were not delivered, counterfeit or not as advertised (57%).

x% Total concern / unconcern
 *Some numbers may not add to total due to rounding



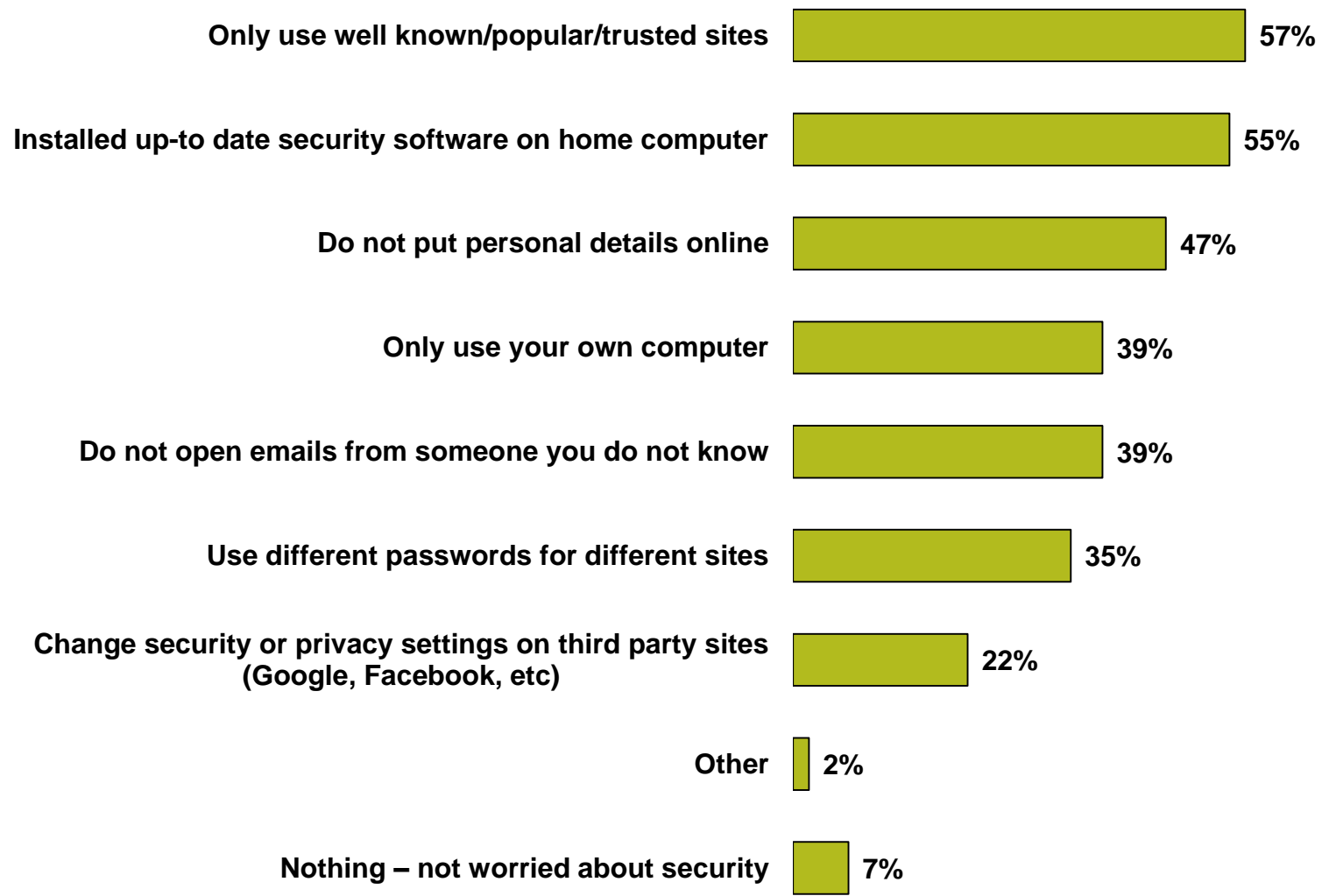
Q.1 How concerned or unconcerned are you personally about experiencing or being a victim of any of these cybercrimes...? [Base: All Respondents n=1009]

Level of concern about personally experiencing Cybercrime: As expected levels of concern increase significantly when those who don't use the internet are excluded. The proportion concerned about identity theft amongst internet users rose to around 7 in 10. Relatively speaking, levels of concern drop slightly to under 6 in 10 for cyber-bullying, accidentally encountering materials which promote racial hatred or religious extremism online or websites promoting dangerous behaviour



Q.1 How concerned or unconcerned are you personally about experiencing or being a victim of any of these cybercrimes...? [Base: All who ever use internet n=762]

Steps take to protect self online: Of the respondents who use the internet, more than half claim to protect themselves online by only using well known trusted sites or by installing up-to date security software on their home computer. Almost half (47%) stated that they do not put their personal details online. Almost 2 in 5 respondents state they only use their own computers and they do not open emails from unknown sources. Only a small minority (7%) expressed they take no steps to protect themselves online as they are not worried about security.

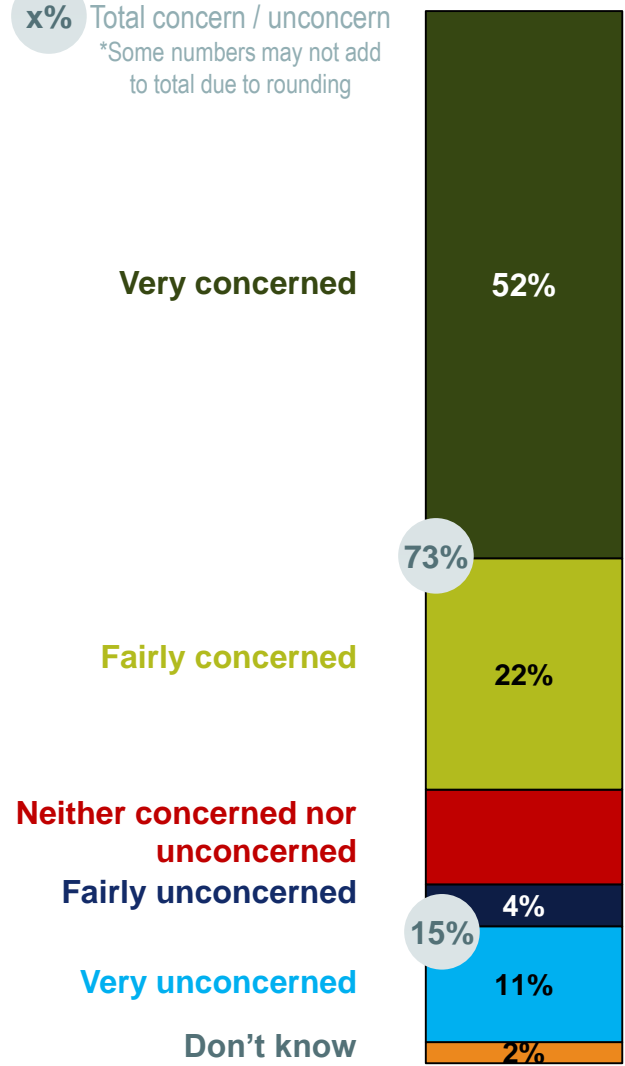


Q.2 Steps have taken or take in order to protect yourself online or when using the internet

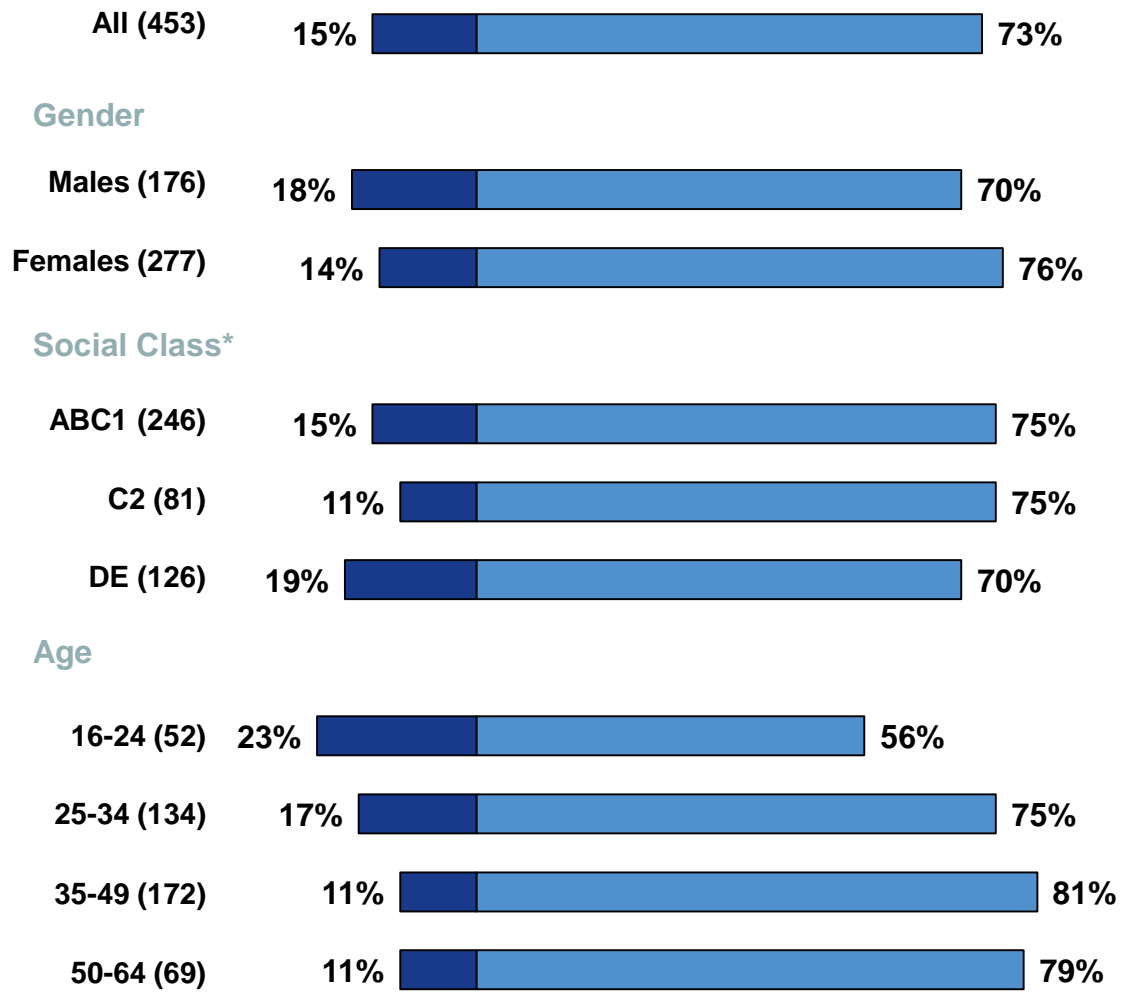
[Base: All who use the internet n=762]

Level of concern about cybercrime when children are online: Of those replying (i.e. with children under 18), almost three quarters expressed concern about cybercrime when children are online, with over half (52%) of these claiming to be 'very concerned'. Females were slightly more likely to be concerned about cybercrime when their children are online as are those in socio-economic groups ABC1 & C2. Younger respondents are less concerned although this is likely to be related to the younger age of their children.

x% Total concern / unconcern
 *Some numbers may not add to total due to rounding



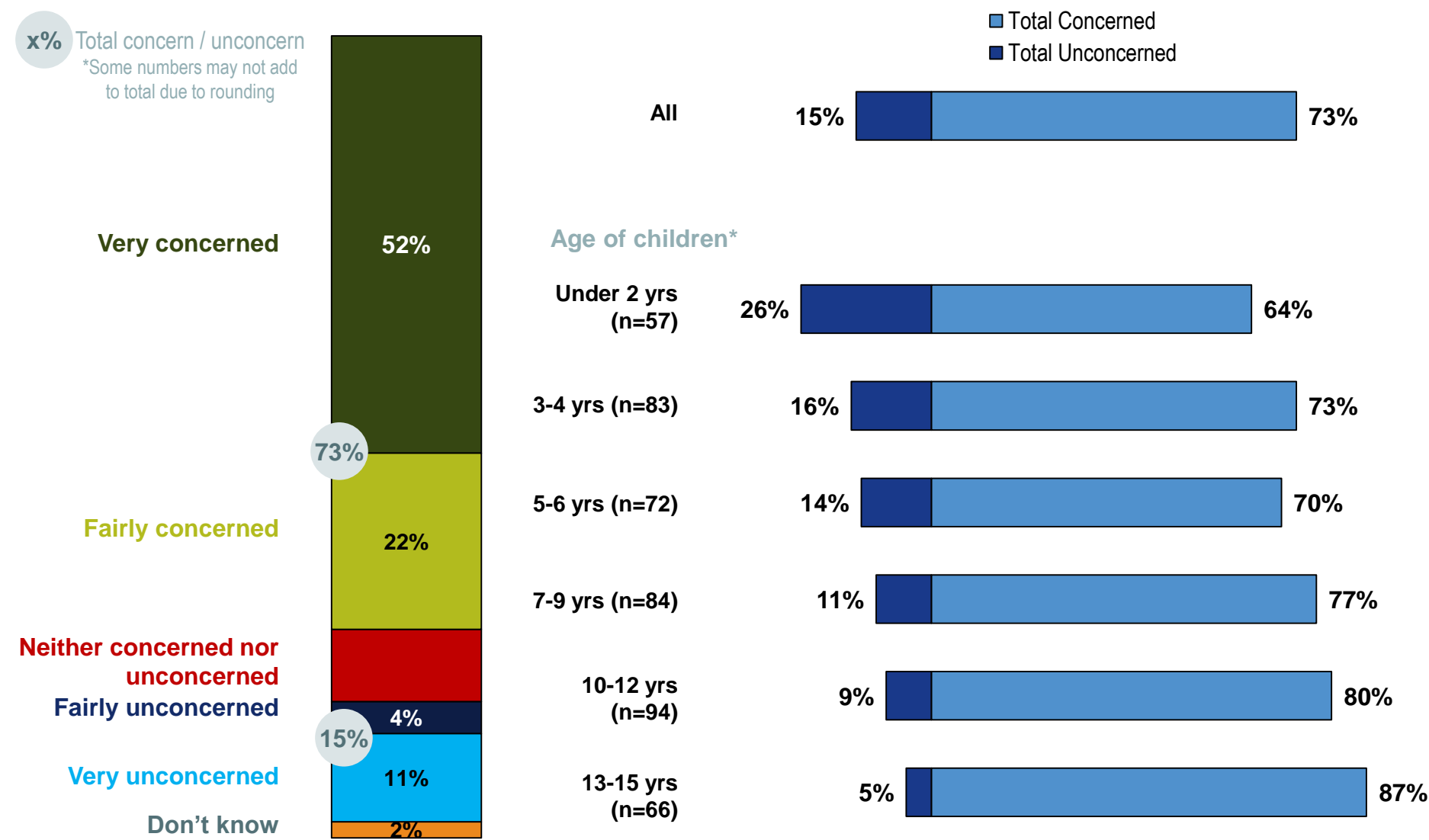
■ Total Concerned
 ■ Total Unconcerned



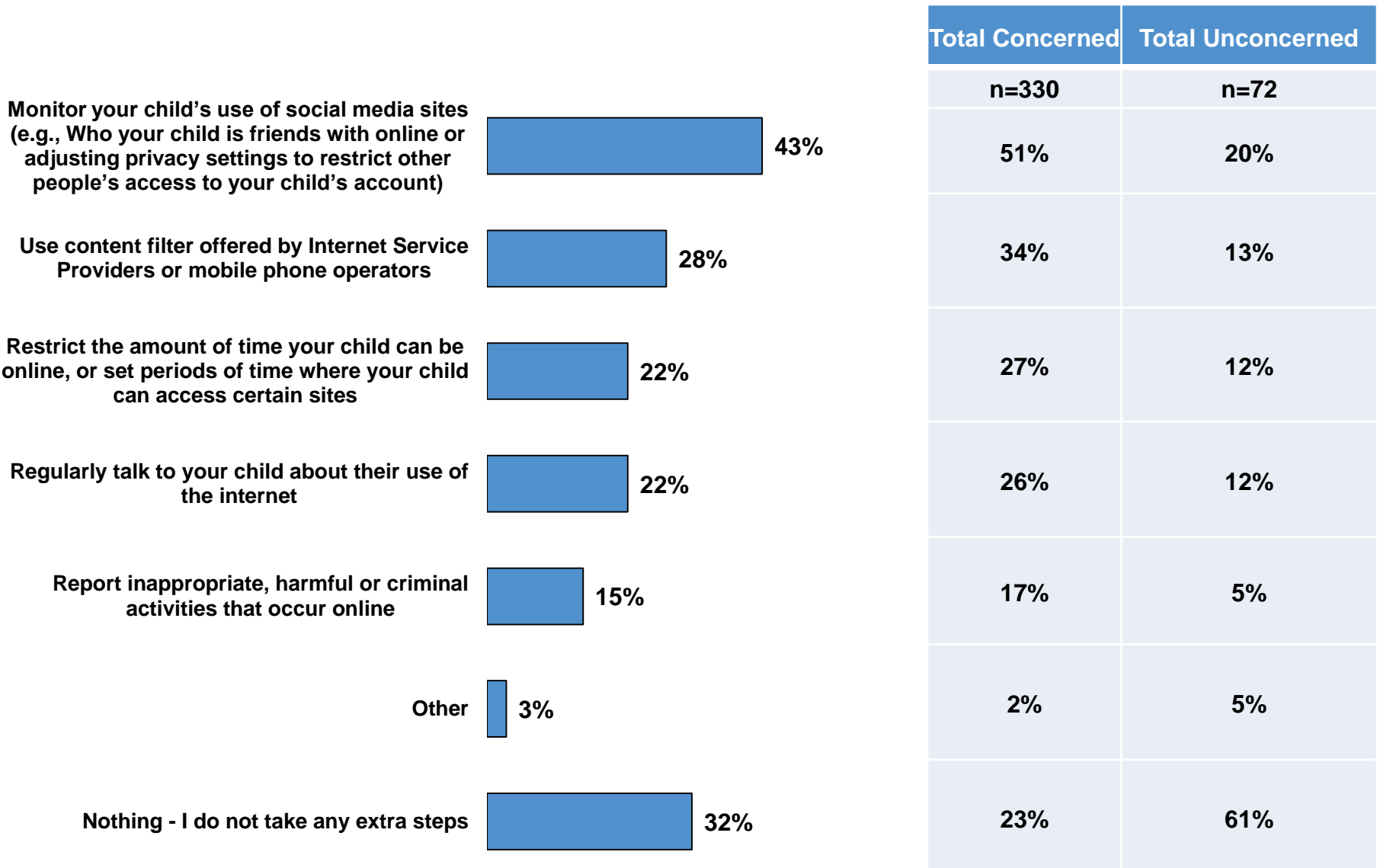
Q.3 How concerned are about cybercrime when your children are online or using the internet

[Base: All applicable i.e. excluding those with no children under 18 n=453] See social class explanation in methodology

Level of concern about cybercrime when children are online: Concern tends to increase amongst respondents, as expected, in line with the age groups of their children. Those with children under 2 are understandably less concerned at the present time, whereas almost all parents with children aged 13-15 are very or fairly concerned.

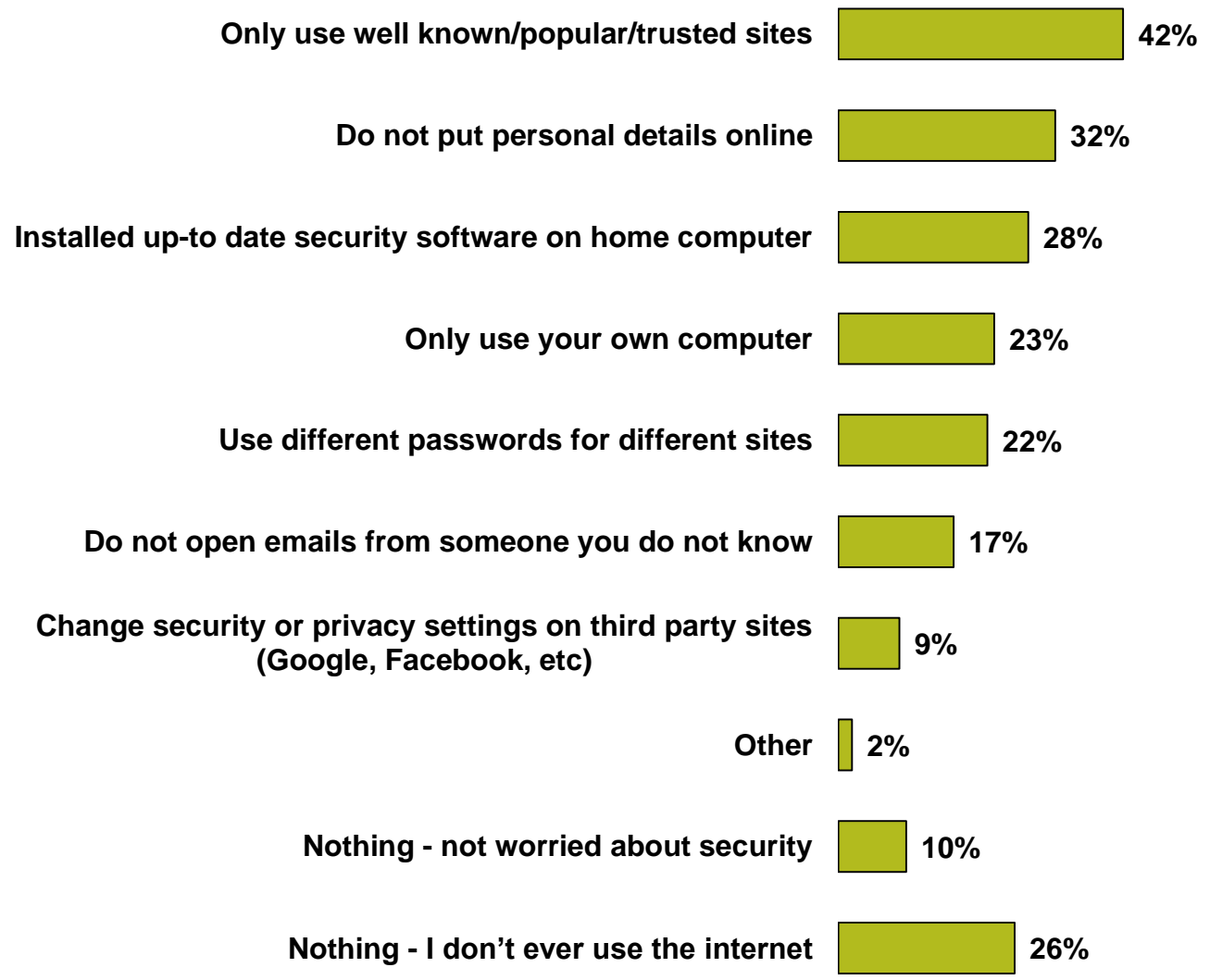


Extra steps taken to protect children: Over 2 in 5 of those replying monitor their child’s use of social media sites while almost 3 in 10 use content filters offered by their Internet Service Provider to protect their child / children when online. Over a fifth say they restrict the amount of time their child spends online or regularly talk to their child about their use of the internet. However, almost a third (32%) say they take no extra steps to protect their child online. As expected those concerned about cybercrime when their children are online are much more likely to be taking extra steps to help protect their children.



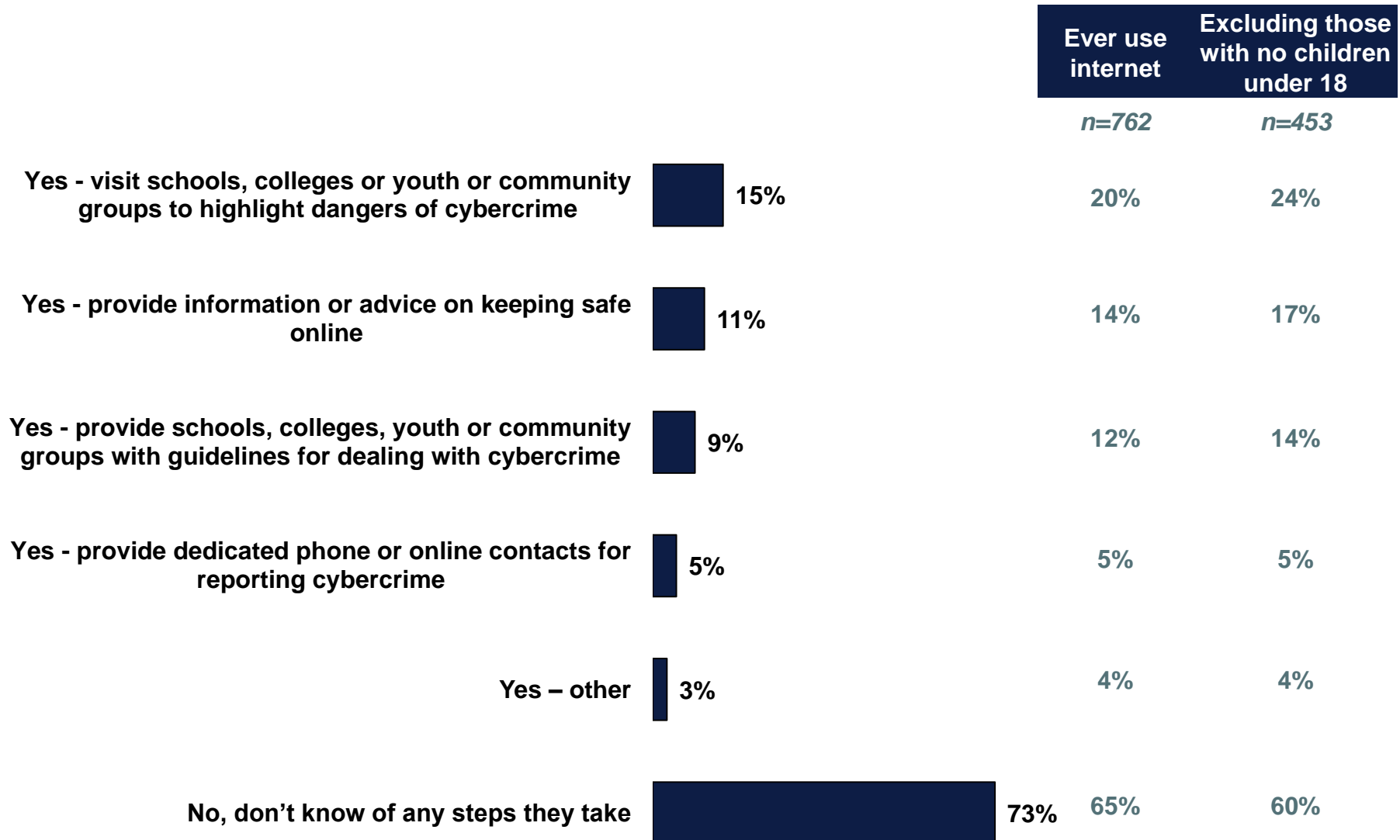
Q.4 Extra steps take to protect your children when online or when they are using the internet
 [Base: All applicable i.e. excluding those with no children under 18 n=453]

Steps taken by those who don't take extra steps to protect children online: A further look at what steps already taken by those who said they didn't take any extra steps to protect their children reveals that most do already take some kind of protective action. However, 1 in 4 don't take any extra steps because they themselves don't ever use the internet.



Q.2 Steps have taken or take in order to protect yourself online or when using the internet
[Base: All who took no further steps to protect children when online n=150]

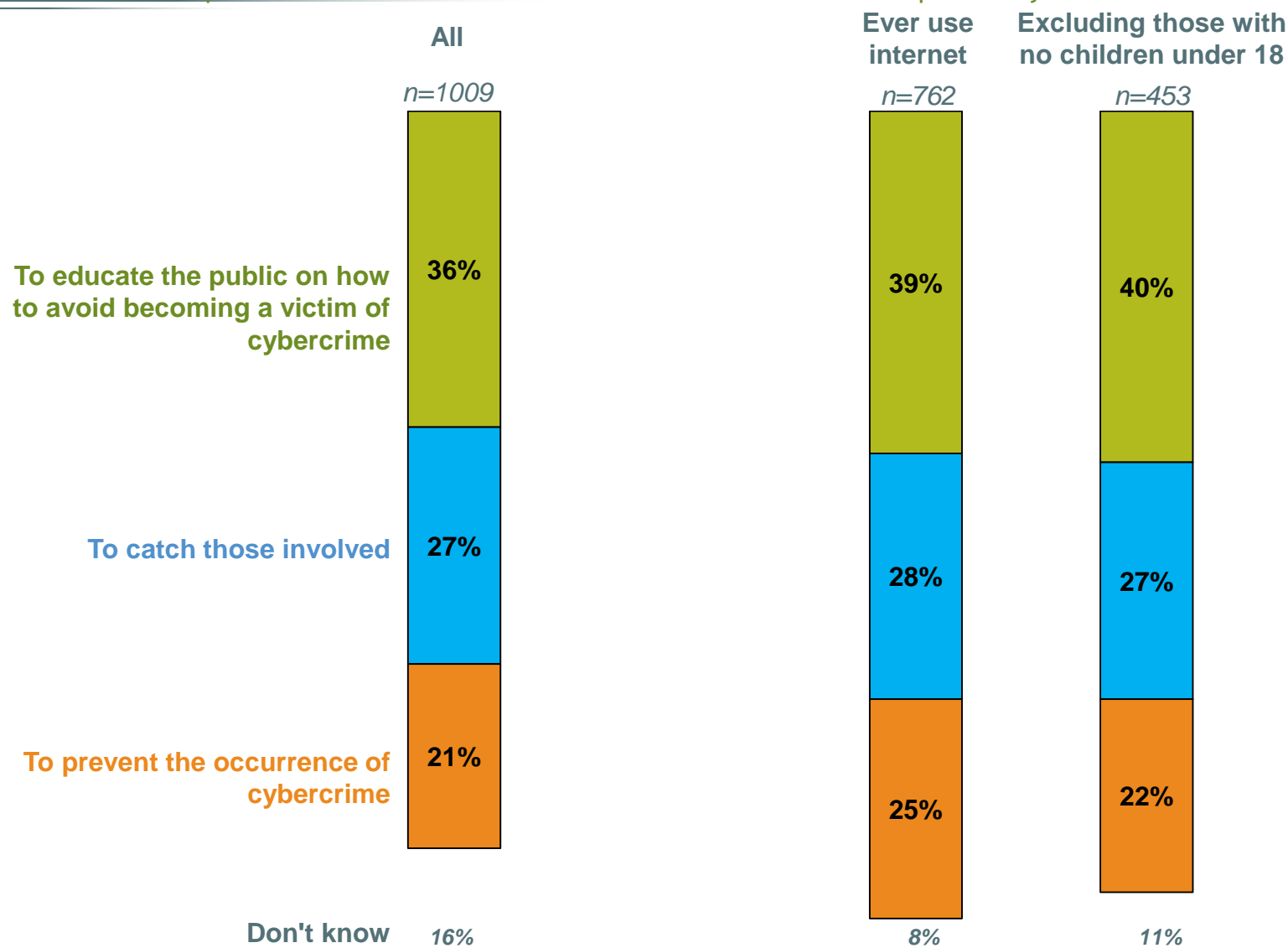
Awareness of measures PSNI take to tackle cybercrime: Almost three quarters of respondents are not aware of any steps the PSNI take to tackle cybercrime. This remains significantly high, at 65%, amongst those who use the internet. The most frequently cited measure (at 15%) was school, college, youth and community group visits to highlight the dangers of cybercrime, with a fifth of internet users mentioning this and even more when those with no children under 18 are excluded (24%). Just over 1 in 10 (11%) are aware that the PSNI provide information / advice on keeping safe online, increasing to 14% amongst internet users and 17% of those with children under 18.



Q.5 Aware of any measures that the PSNI take in order to tackle cybercrime

[Base: All Respondents n=1009]

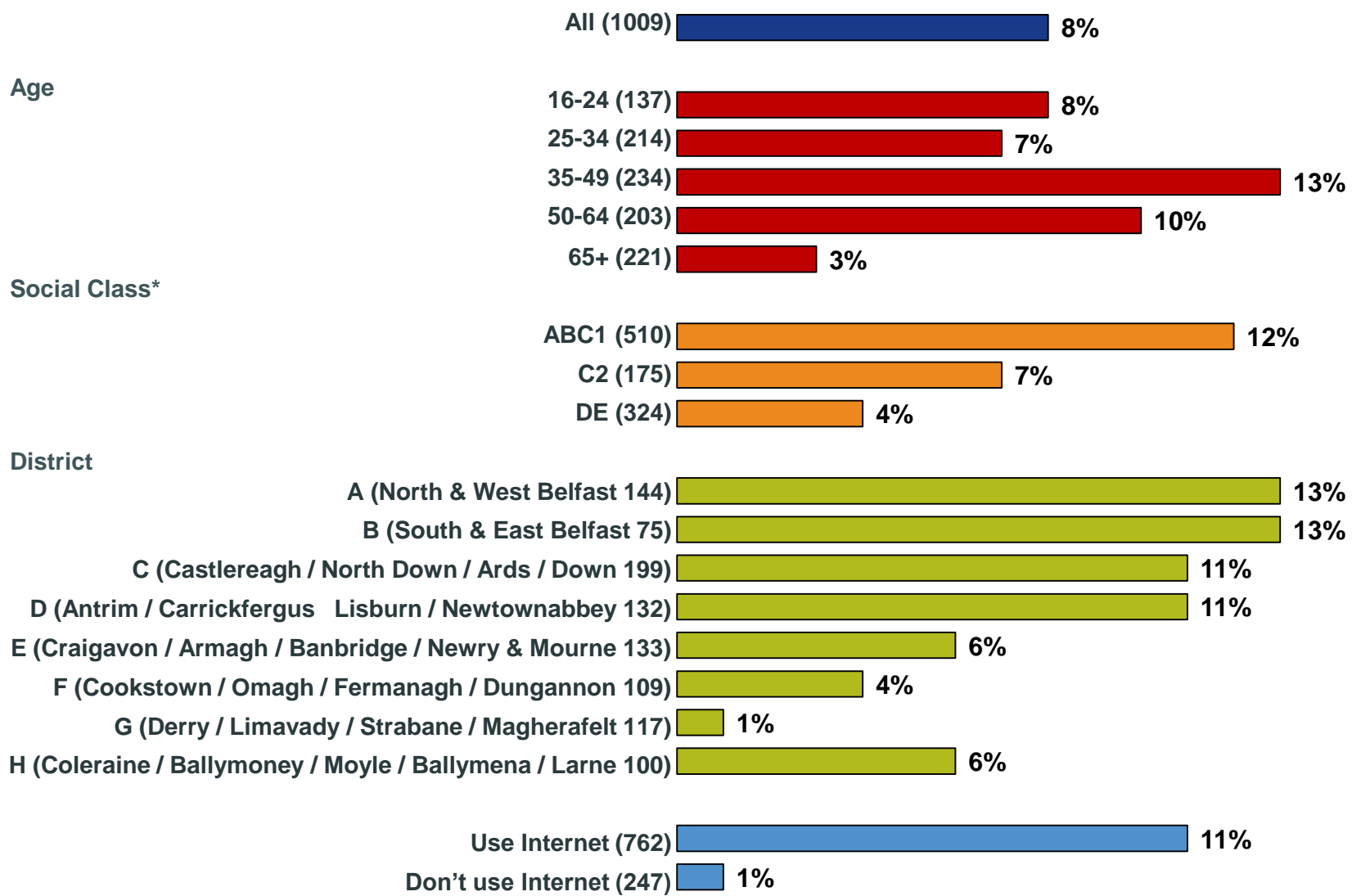
Priority role PSNI should take in dealing with cybercrime: Opinion is somewhat divided on how the PSNI should best deal with cybercrime. Just over a third (36%) believe that the PSNI's top priority should be to educate the public on how to avoid becoming a victim of cybercrime. Just over a quarter believe the PSNI should prioritise catching those involved, while just over a fifth think they should put prevention of the occurrence of cybercrime first. These findings are fairly consistent with the opinions of those with children under 18 and internet users specifically.



Q.6 Role think should be the first priority for the PSNI in dealing with cybercrime in Northern Ireland?

[Base: All Respondents n=1009]

Incidence of having experienced cybercrime: 8% of respondents consider themselves to have experienced or been a victim of cybercrime. Those most likely to have been victims are ABC1's, those aged 35-49 and those residing in District A (incorporating North and West Belfast) and District B (incorporating South and East Belfast). Of those who use the internet 11% feel they have been victims of cybercrime.



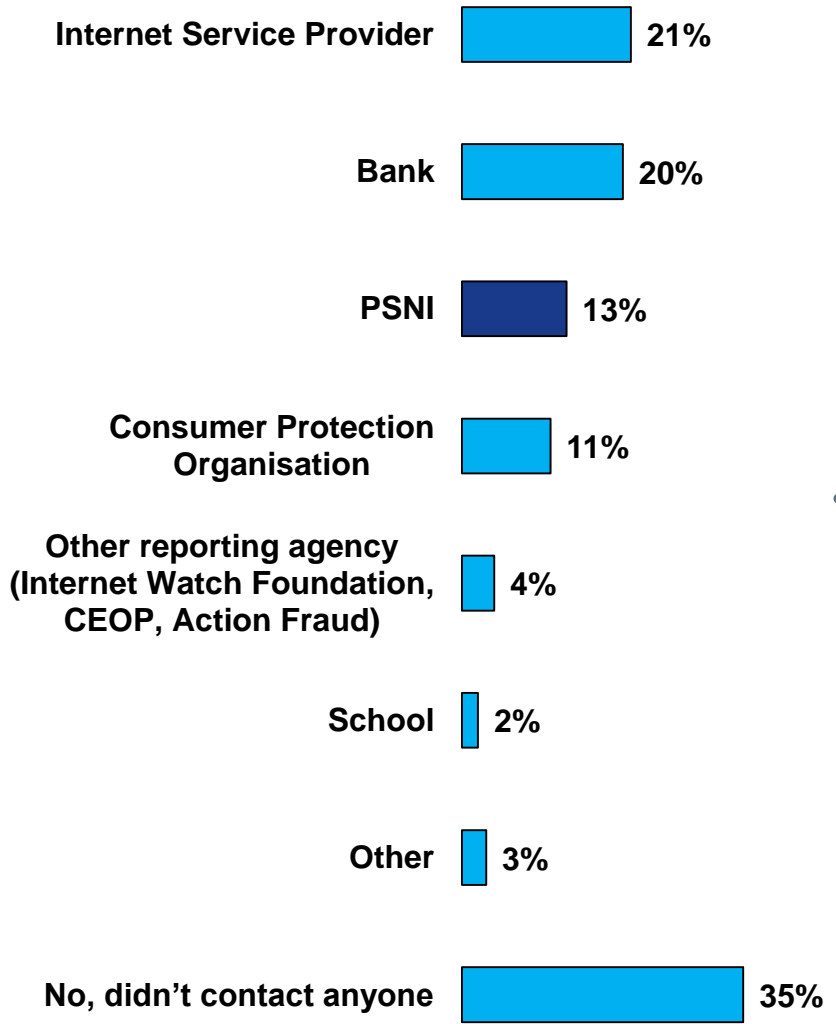
Q.7 Do you believe you have ever experienced or been a victim of cybercrime?

[Base: All Respondents n=1009]

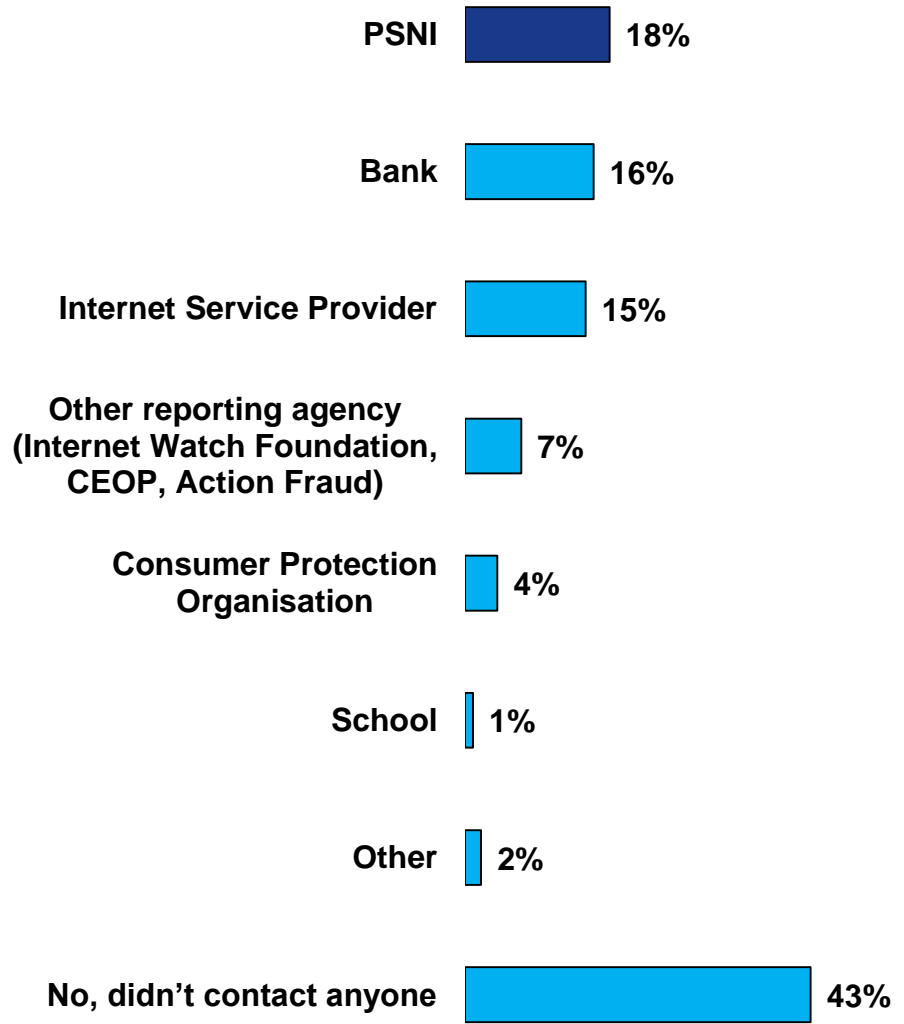
* See social class explanation in methodology

Reporting or getting advice about cybercrime: Of those who believe they have been a victim of cybercrime a third did not contact anyone to report the crime, while even more did not contact anyone to get advice about dealing with the crime. A fifth of victims stated they contacted their bank to report the crime, with 16% getting advice from this source. A similar number (21%) reported the crime to their Internet Service Provider and 15% got advice about dealing with the issue this way. Just 13% of victims of cybercrime reported the incident to the PSNI, with a slightly higher proportion (18%) seeking advice about the crime from the police service.

To report the crime



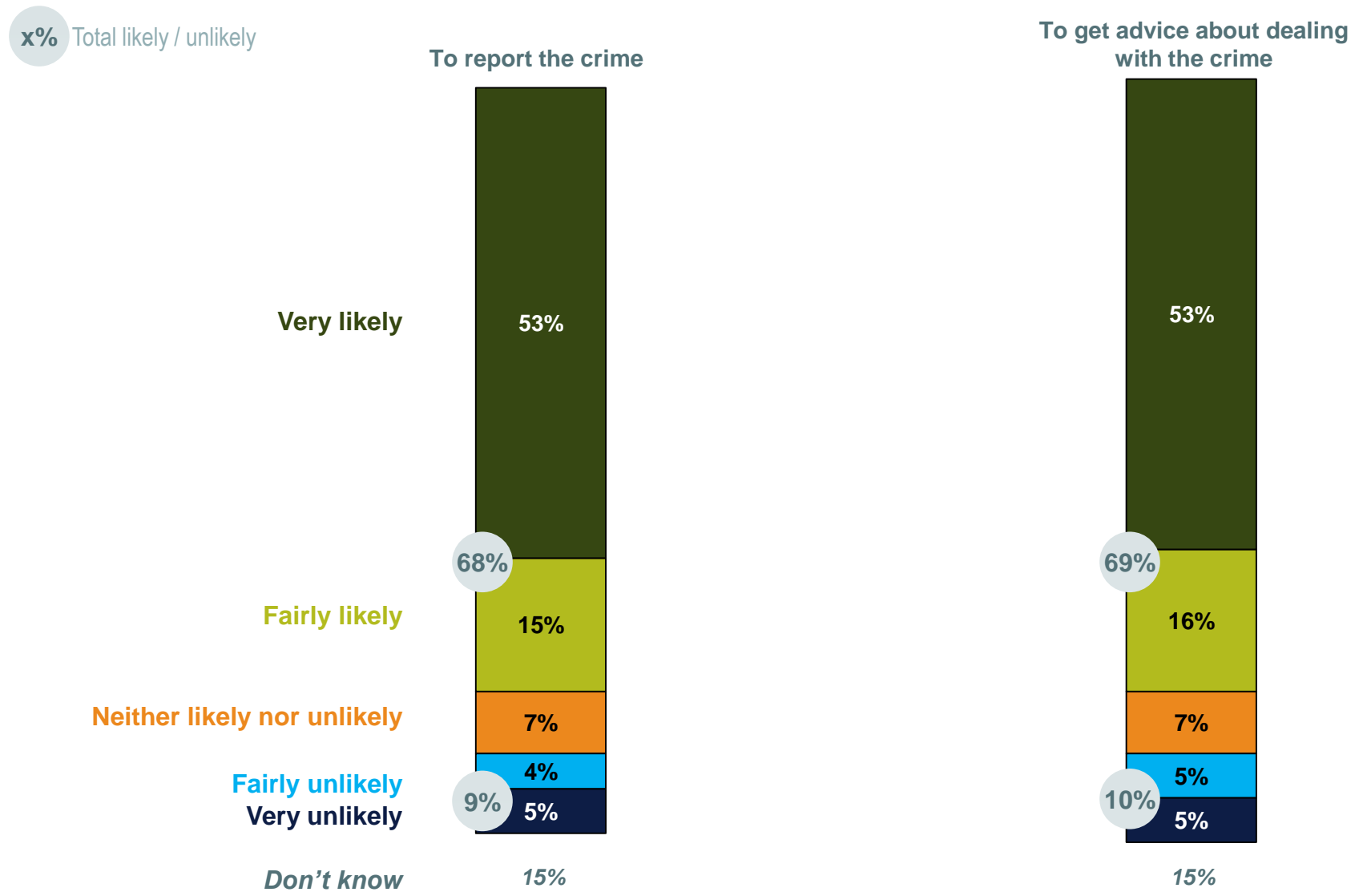
To get advice about dealing with the crime



Q.8 Who, if anyone did you contact ...?

[Base: All who believe they have been a victim of cybercrime n=83]

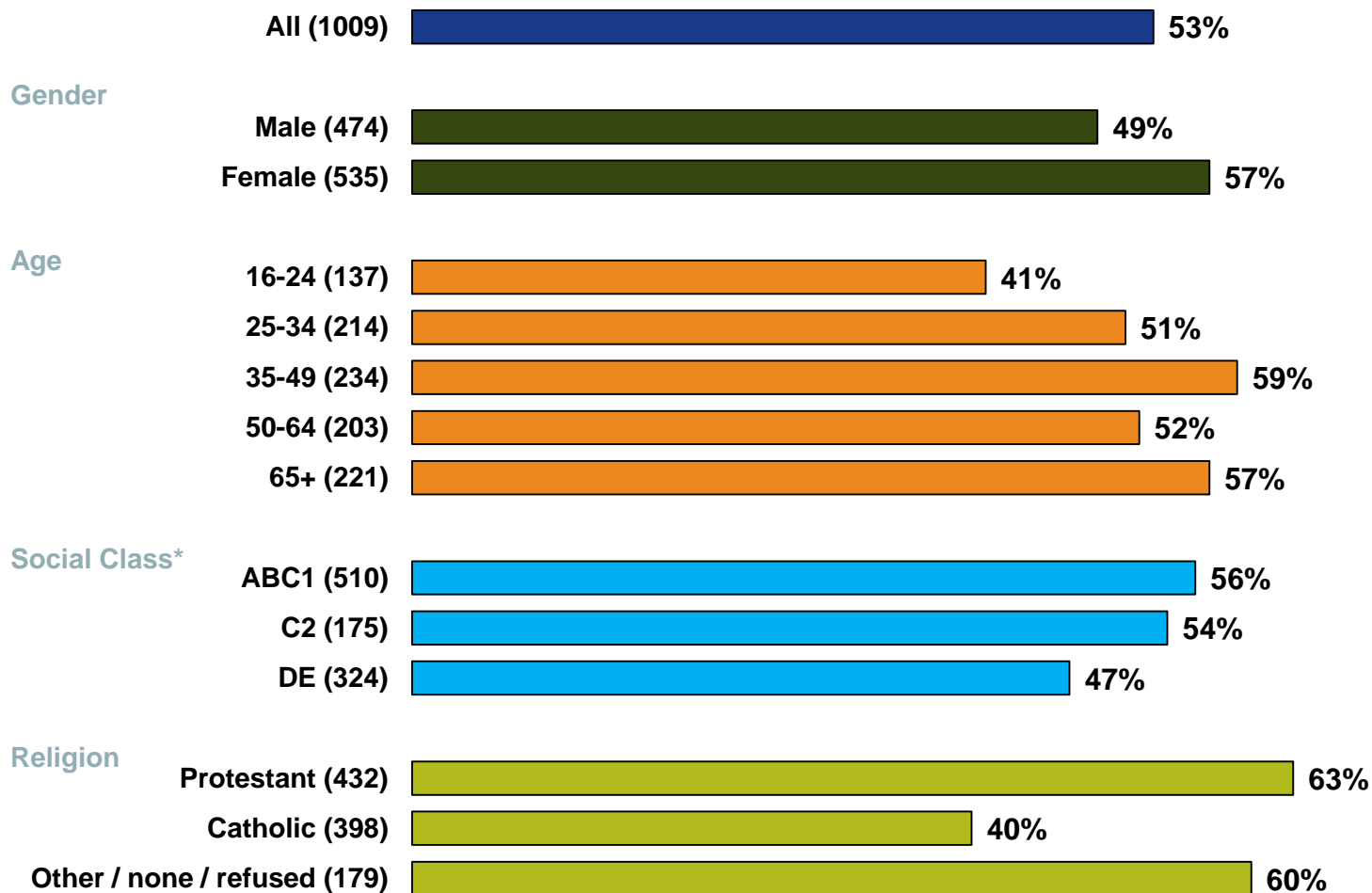
Likelihood of contacting PSNI if victim of cybercrime: Over two thirds (68%) of respondents claim they would be at least fairly likely to report a cybercrime offence to the PSNI in the future, with 69% claiming they would be likely to contact the PSNI to get advice in dealing with the crime. In both instances, 53% state they would be ‘very likely.’ to do so. Notably, 15% of respondents admitted they do not know if they would contact the PSNI if they experienced cybercrime in the future.



Q.10 Likelihood to contact PSNI if experienced any of these offences in the future
 [Base: All Respondents n=1009]

Likelihood of contacting PSNI if victim of cybercrime: Protestants are much more likely to contact the PSNI to report the crime if they were a victim of cybercrime in the future. Females (57%) are also more likely to report a cybercrime in future than males (49%) as are those aged 35-49 (59%) compared to those aged 16-24 (41%). Those from socio-economic groups ABC1 and C2 were also more inclined to report a cybercrime compared to DE's.

% Very Likely

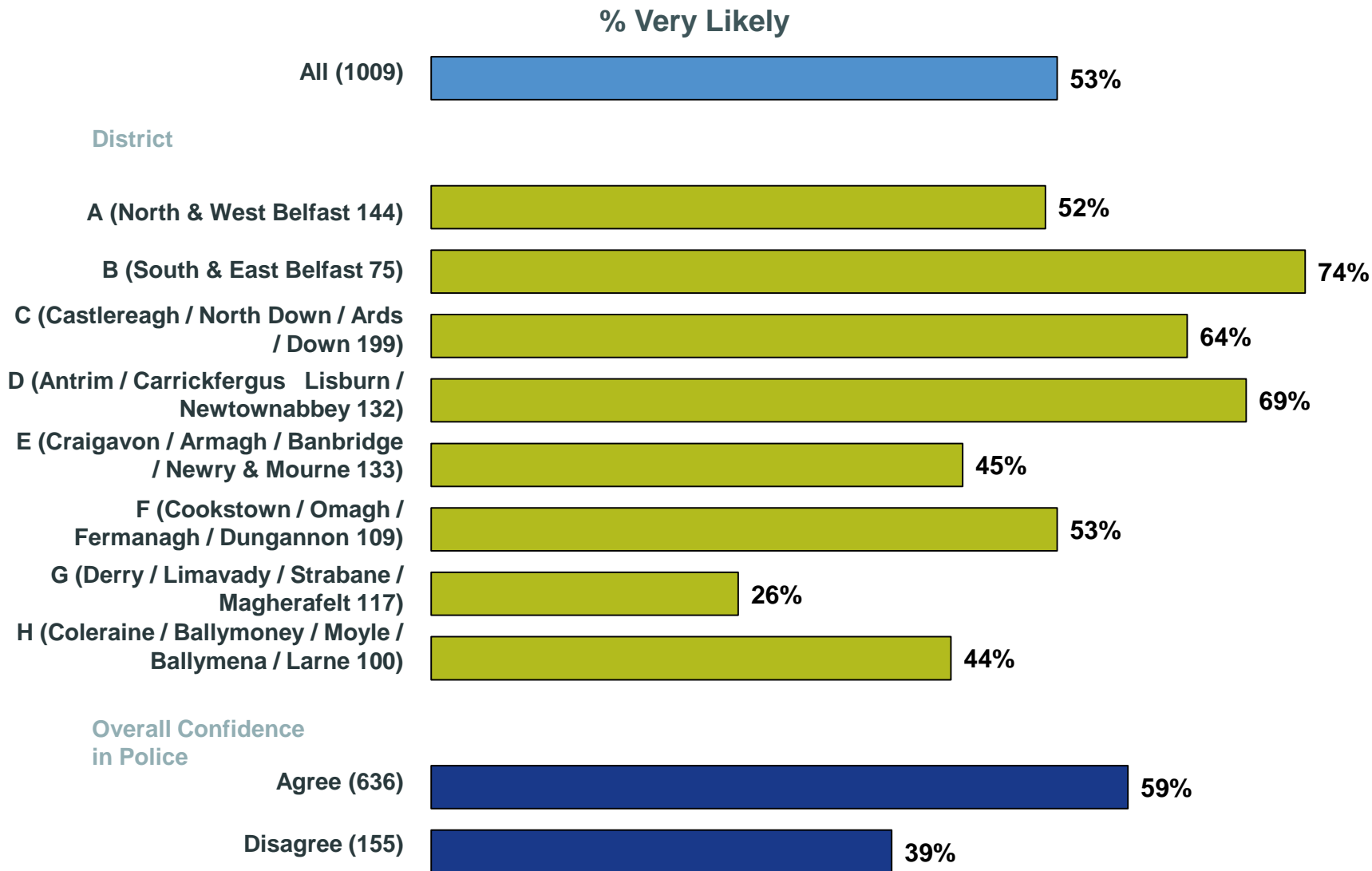


Q.10 Likelihood to contact PSNI to report the crime, if experienced any offences in the future?

[Base: All Respondents n=1009]

* See social class explanation in methodology

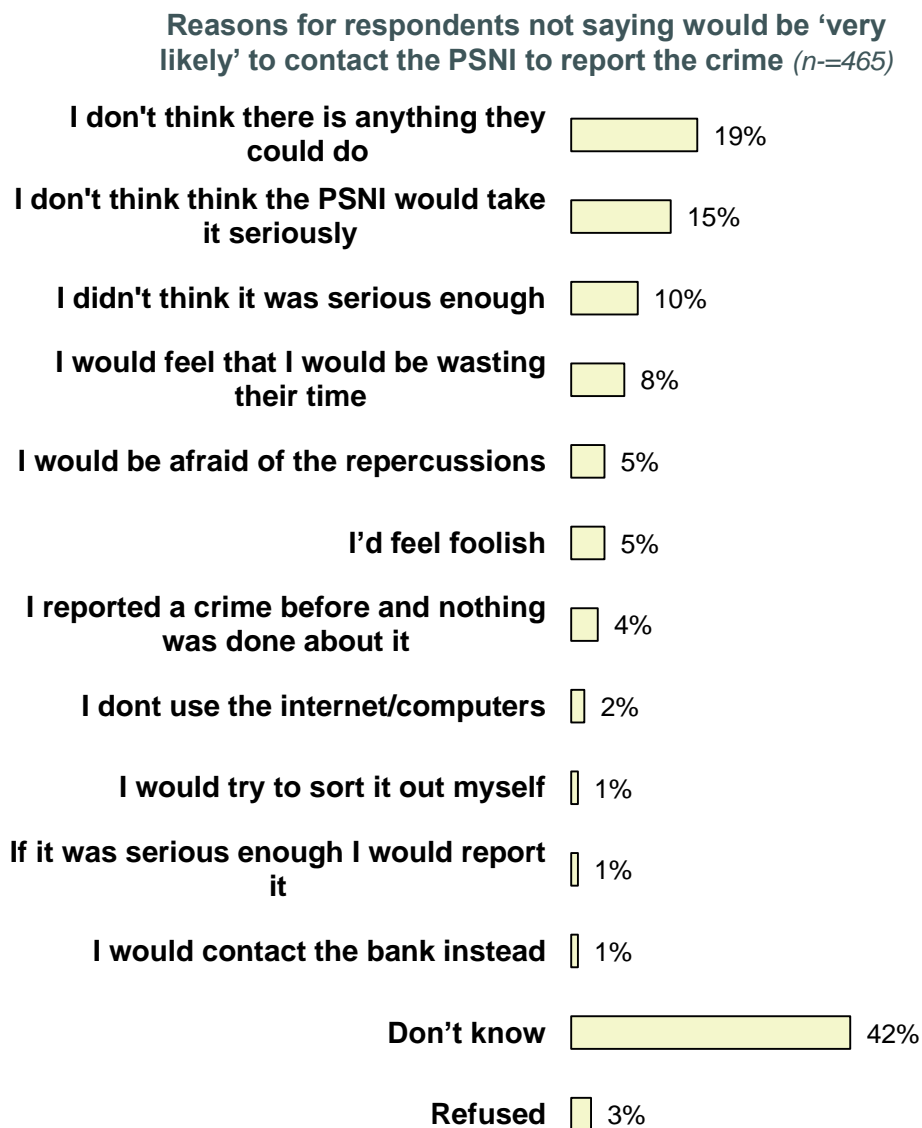
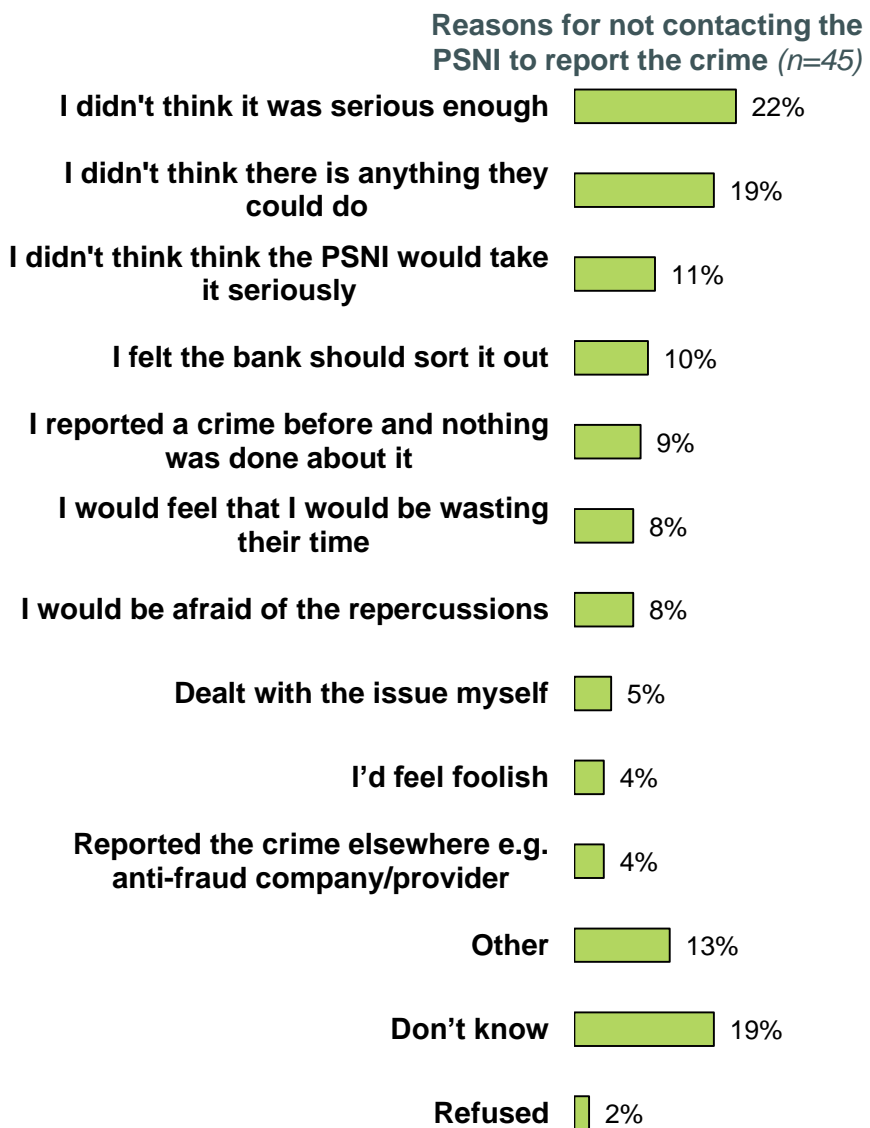
Likelihood of contacting PSNI if victim of cybercrime: Those residing in District B (South and East Belfast) are most likely to report a cybercrime to the PSNI in the future with almost 3 in 4 claiming they would do so. Just 1 in 4 (26%) of respondents living in District G (Derry / Limavady / Strabane / Magherafelt) said they would be very likely to report such a crime. Unsurprisingly, those who have overall confidence in the police are much more likely to report a crime in the future than those who have low levels of confidence (59% vs. 39%).



Q.10 Likelihood to contact PSNI to report the crime, if experienced any offences in the future?

[Base: All Respondents n=1009]

Reasons for not contacting PSNI to report cybercrime: Believing that there was nothing the PSNI could do to help was the main deterrent as to why people might not contact the PSNI to report a crime (19%) and was high on the list of reasons why past victims didn't report the crime. Previous victims did not think their issue was serious enough (22%) and therefore did not contact the PSNI to report it, with 15% stating this is the reason they would not contact the PSNI in future to report a cybercrime. Not being taken seriously and wasting police time were other reasons given.



Q.11 Why did not contact or say would be 'very likely' to contact the PSNI to report the crime

[Base: All who did not contact PSNI n=45* Low Base / All not 'Very likely' to contact PSNI n=465]

Further Analysis of Concern over Cybercrime

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Concern by key demographics

- In terms of gender the profile of internet users is very similar to non internet users, just less female than male.
- However the profiles of internet and non internet users are very different in terms of age and social class. As expected more than 6 in 10 non users are aged over 65 compared to less than 1 in 10 of internet users. And more than half of non users belong to socio-economic groups DE compared to less than a quarter of internet users.
- Overall 7 in 10 of the 16+ population of Northern Ireland are concerned that they might experience or be a victim of at least of one type of cybercrime, with more than half very concerned. Just over 3 in 10 have concerns surrounding all types listed below, with more than 1 in 10 (15%) very concerned about the possibility of becoming a victim of all types of cybercrime.

Identity theft;

Receiving emails fraudulently asked for money or personal details;

Online fraud where goods purchased were not delivered, counterfeit or not as advertised;

Accidentally encountering materials which promote racial hatred or religious extremism online;

Accidentally encountering child pornography online;

Accidentally encountering extreme or violent pornography online;

Encountering websites which promote dangerous behaviours such as suicide or eating disorders;

Cyber-bullying.

Concern by key demographics

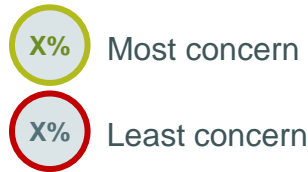
- As expected concern is greater amongst internet users with more than 8 in 10 concerned about at least one type of cybercrime, with more than 6 in 10 very concerned. However, nearly 2 in 10 internet users are unconcerned about any type of cybercrime.
- Based on internet users only, females and those aged 35-64 are more likely to be concerned about experiencing some kind of cybercrime. Those aged under 25 are least concerned.
- More than 3 in 10 of those who don't use the internet are also concerned, it is even possible that their concern could be a contributory reason for not using the internet amongst some of the public.

Concern by key demographics

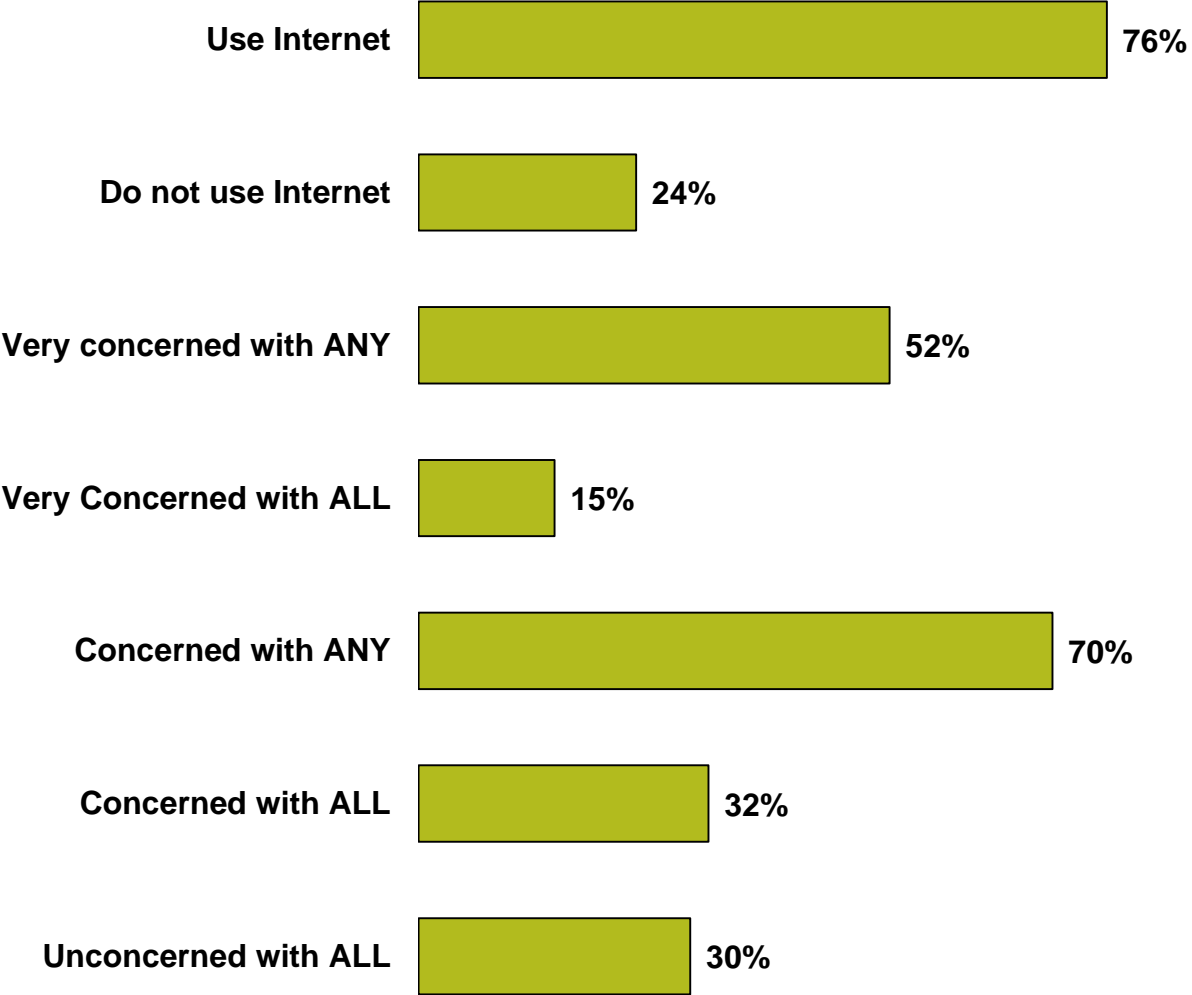
- Amongst internet users, those living in Districts D (Antrim / Carrickfergus / Lisburn / Newtownabbey) and F (Cookstown / Omagh / Fermanagh / Dungannon) are most concerned about becoming a victim of one or more types of cybercrime.
- Those living in District D are most likely to express their concern about becoming a victim of all types of cybercrime, whereas those living in District G (Derry / Limavady / Strabane / Magherafelt) are least concerned about experiencing cybercrime.
- Based on internet users only, concern about becoming a victim of identity theft is highest at 70%, and is fairly consistent across all age groups and socio-economic groups. It is slightly higher amongst females than males but is significantly lower amongst those living in District G.
- Those aged 50-64 and females are most likely to express concern about becoming victim to receiving emails fraudulently asking them for money or personal details.
- Those aged 50-64 and females are similarly most likely to express concern with most other types of cybercrime.
- Concern over experiencing different types of cybercrime is generally slightly higher amongst those in socio-economic groups DE.
- Again the picture across each type of cybercrime shows that those in District G (Derry / Limavady / Strabane / Magherafelt) are least likely to express concern and as seen earlier it is those in District G who were least likely to report having been a victim but are also least likely to say they would report it to the PSNI.

Concern by key demographics

- Throughout these analysis the highest and lowest figures are depicted where appropriate as follows:

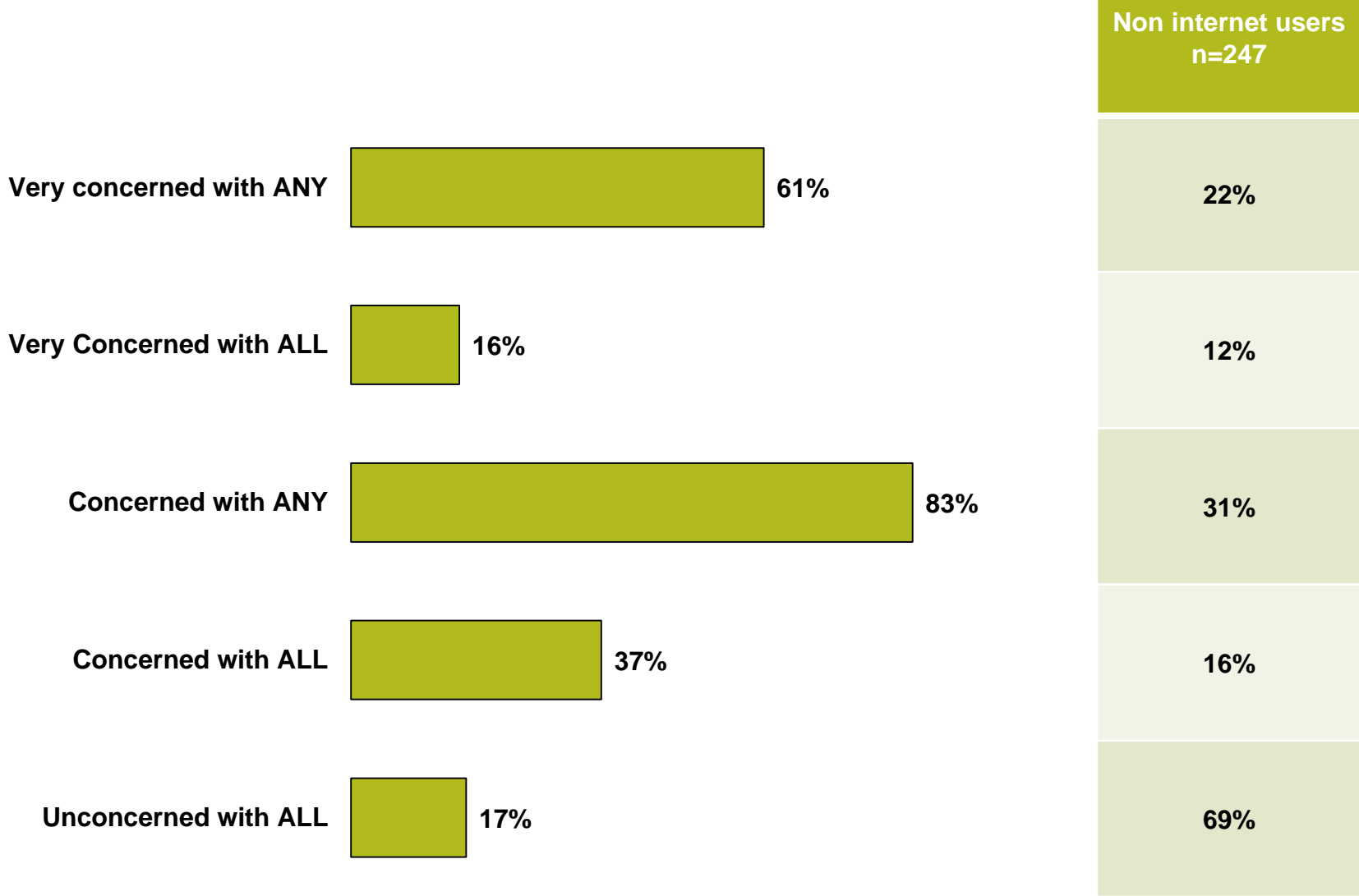


Summary of Concern:



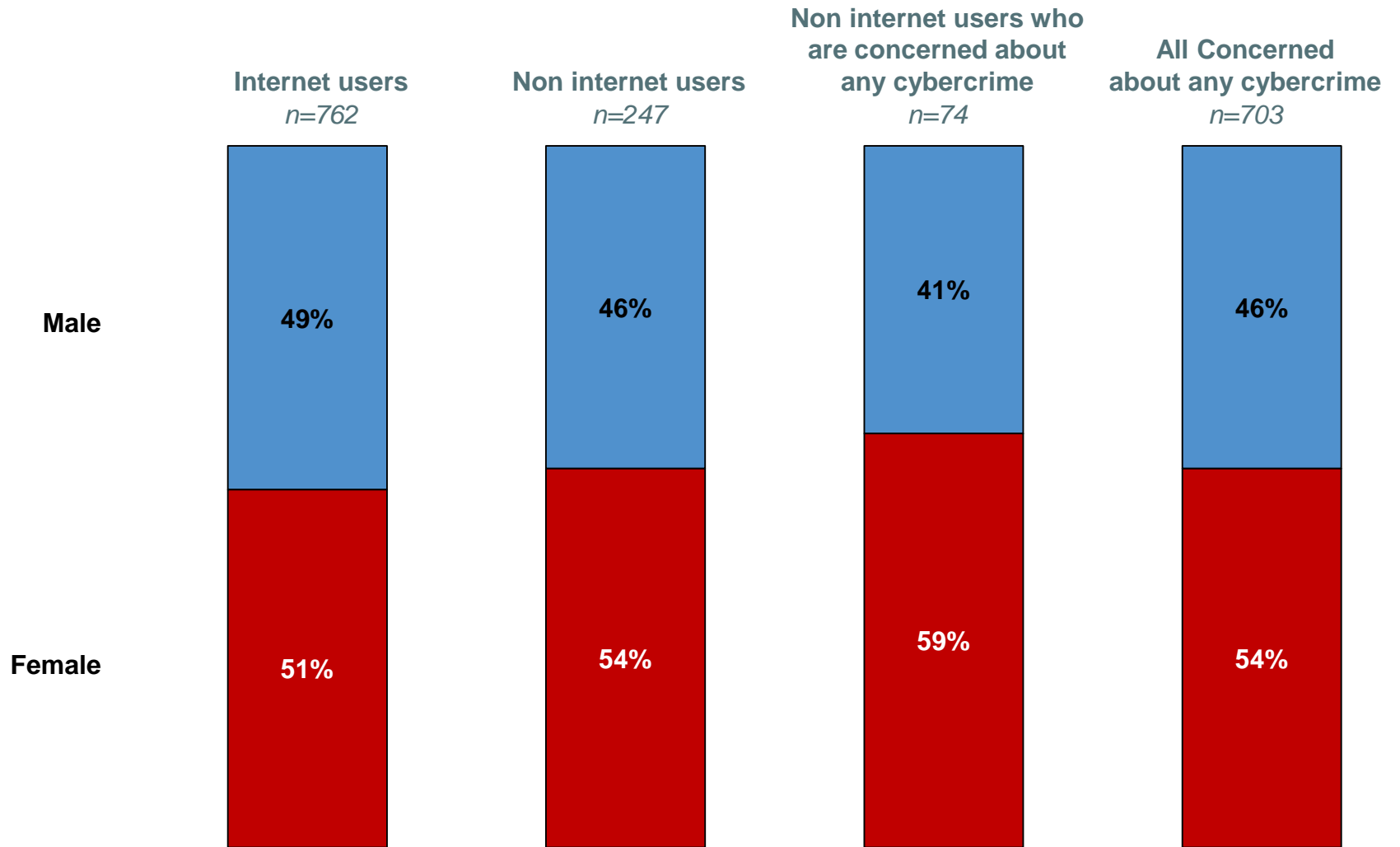
Identity theft;
Receiving emails fraudulently asked for money or personal details;
Online fraud where goods purchased were not delivered, counterfeit or not as advertised;
Accidentally encountering materials which promote racial hatred or religious extremism online;
Accidentally encountering child pornography online;
Accidentally encountering extreme or violent pornography online;
Encountering websites which promote dangerous behaviours such as suicide or eating disorders;
Cyber-bullying

Summary of Concern:

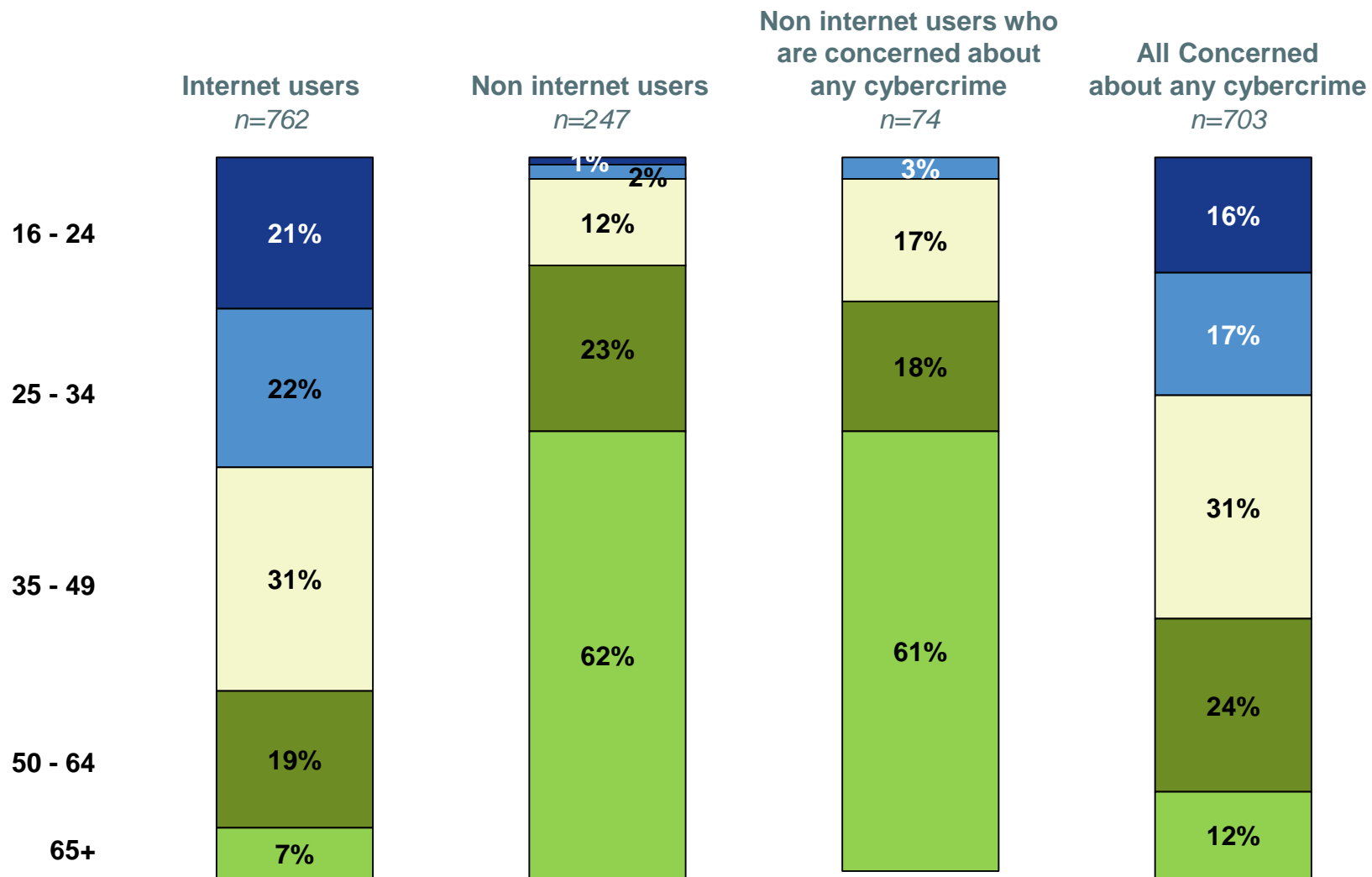


Q.1 How concerned or unconcerned are you personally about experiencing or being a victim of any of these cybercrimes...? [Base: All who ever use the internet n=762]

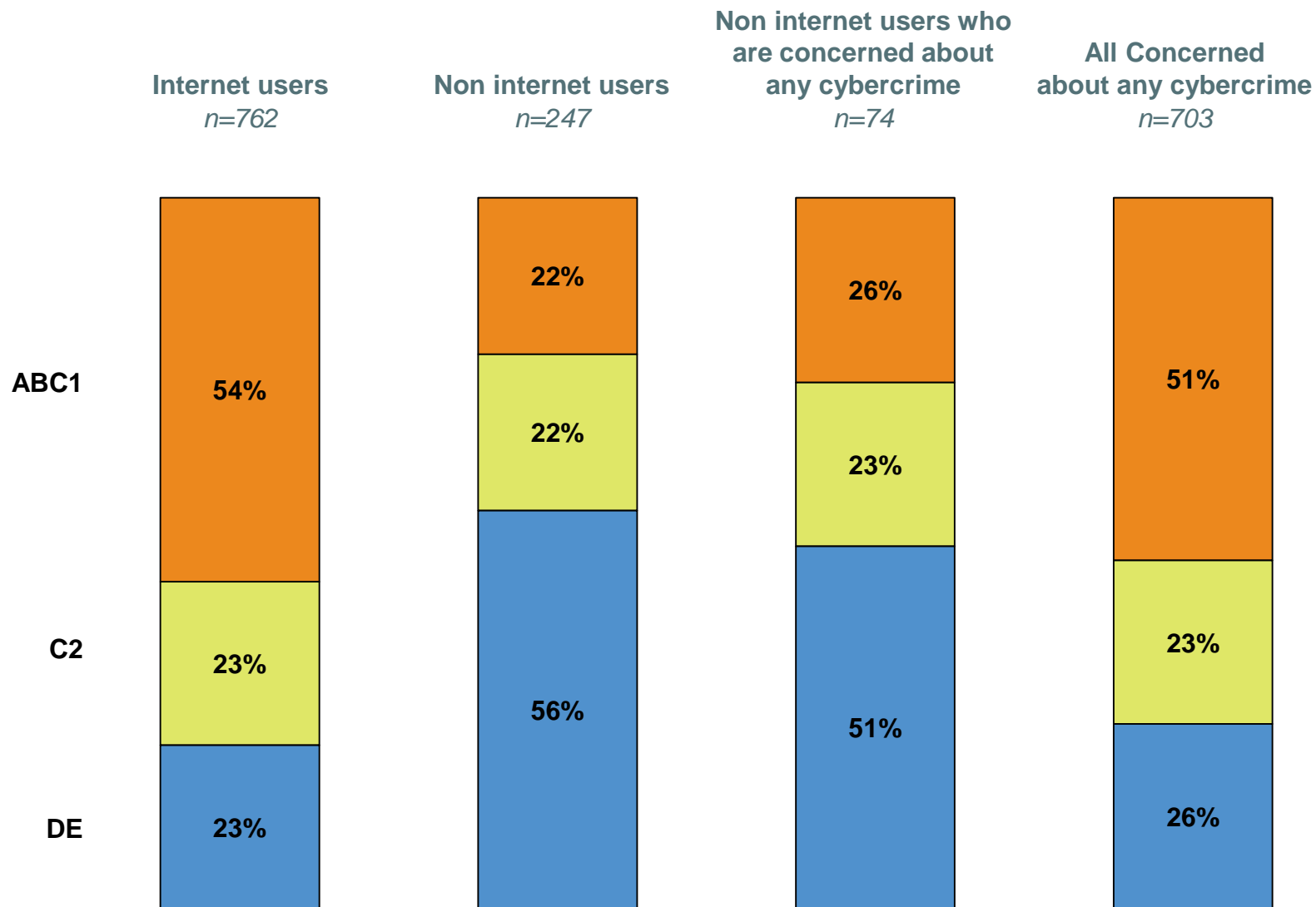
Profile of internet / non-internet users - Gender



Profile of internet / non-internet users - Age

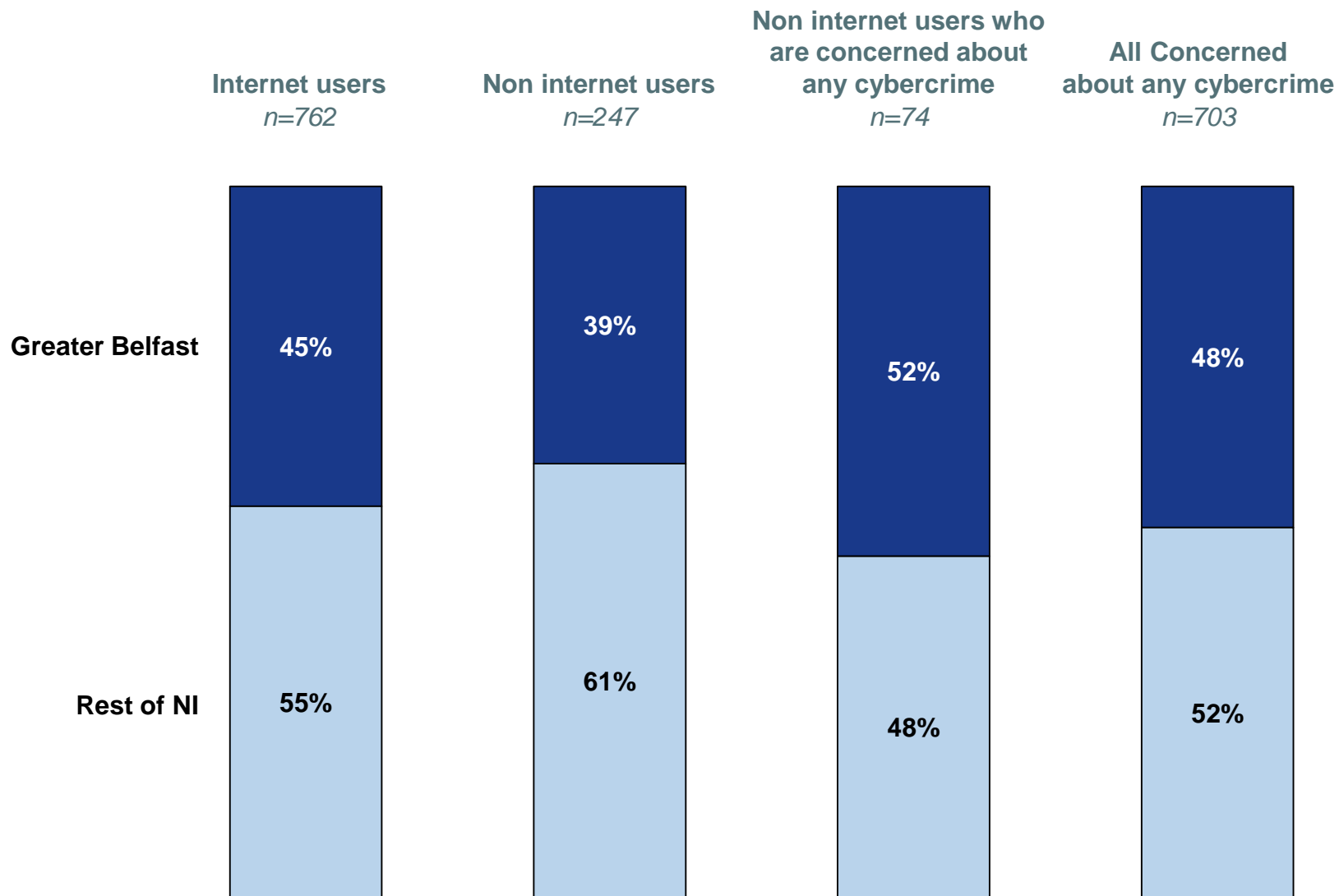


Profile of internet / non-internet users - Social Class



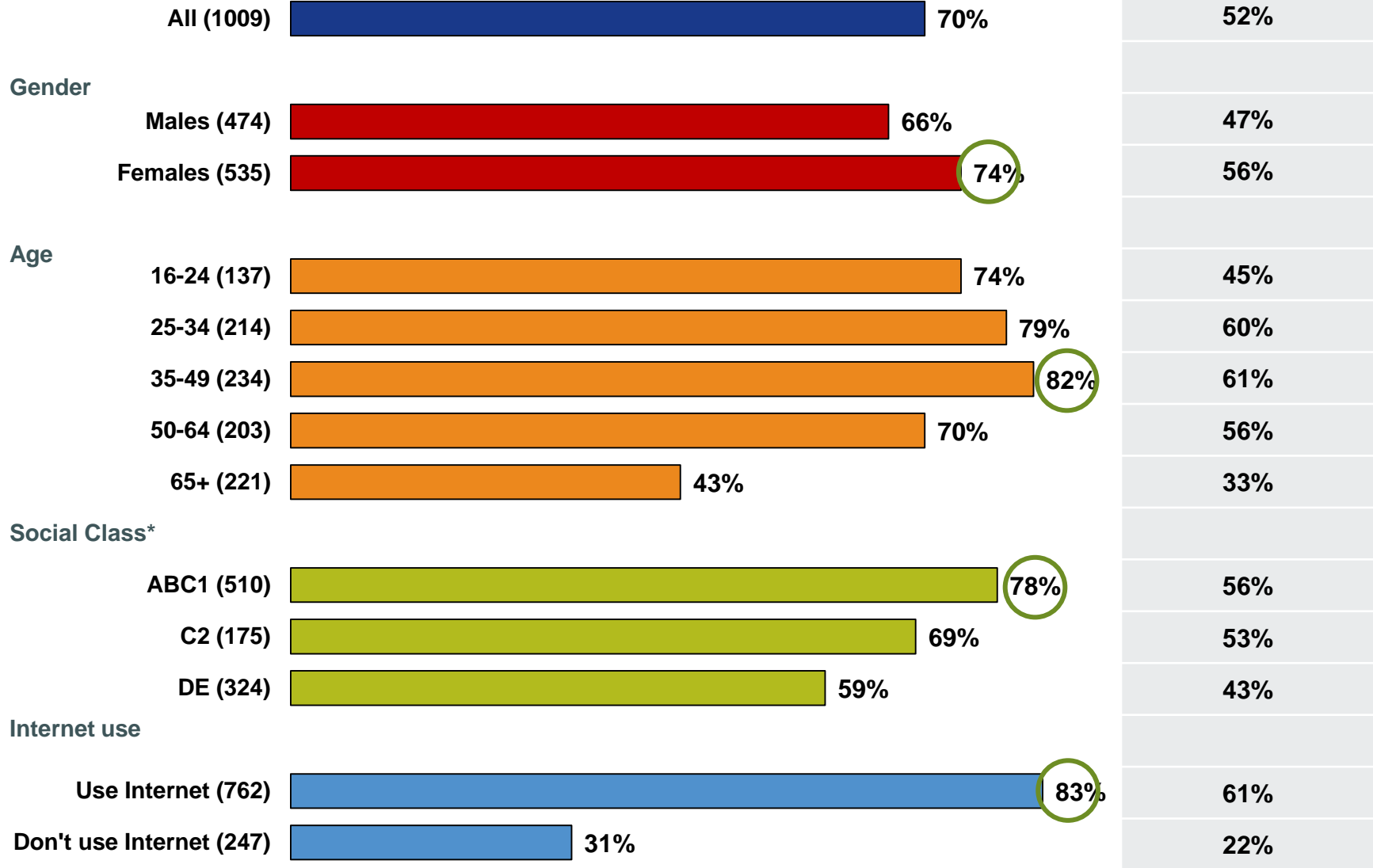
* See social class explanation in methodology

Profile of internet / non-internet users - Location



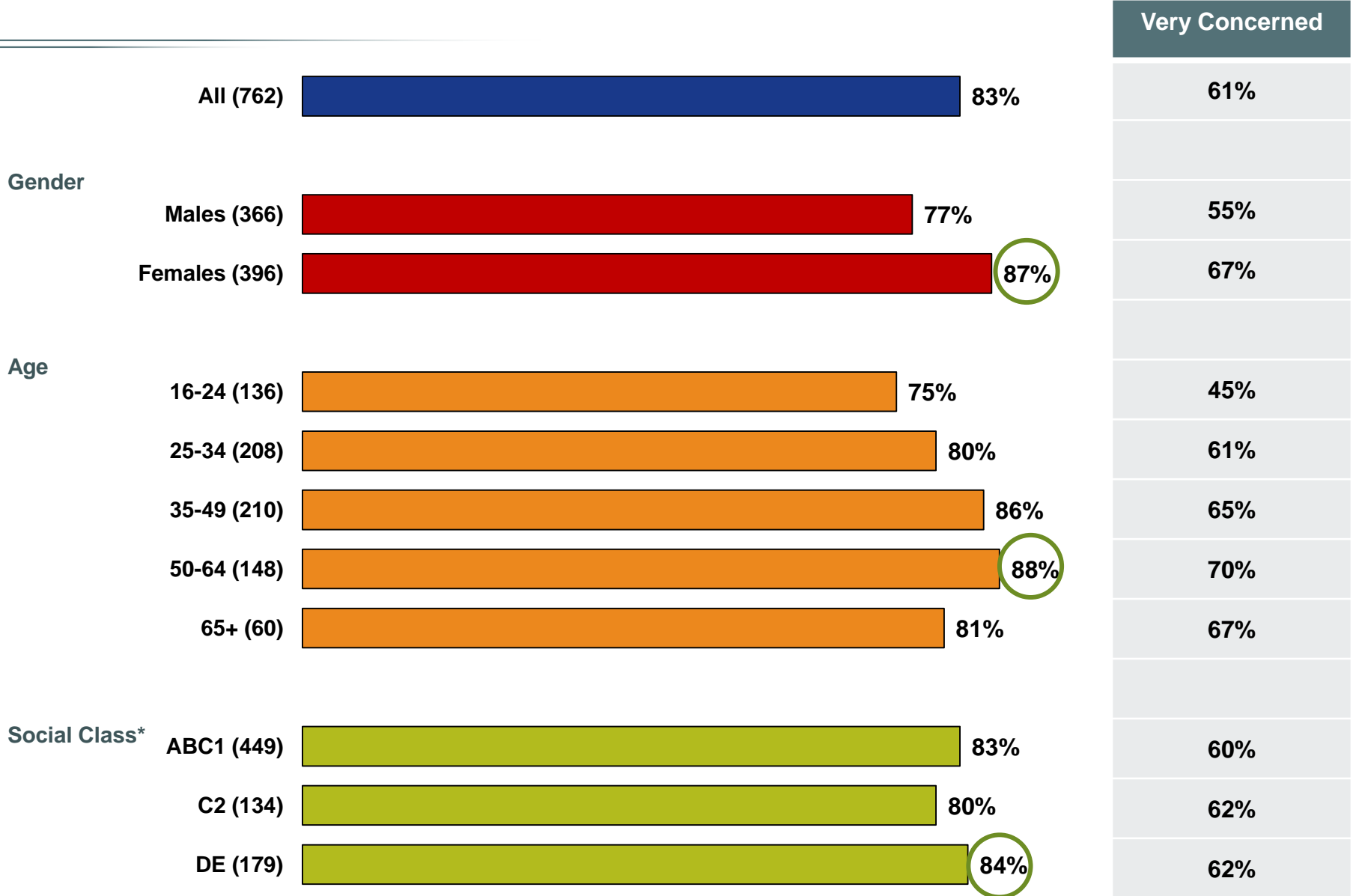
Concerned about any type of cybercrime: All respondents

Very Concerned



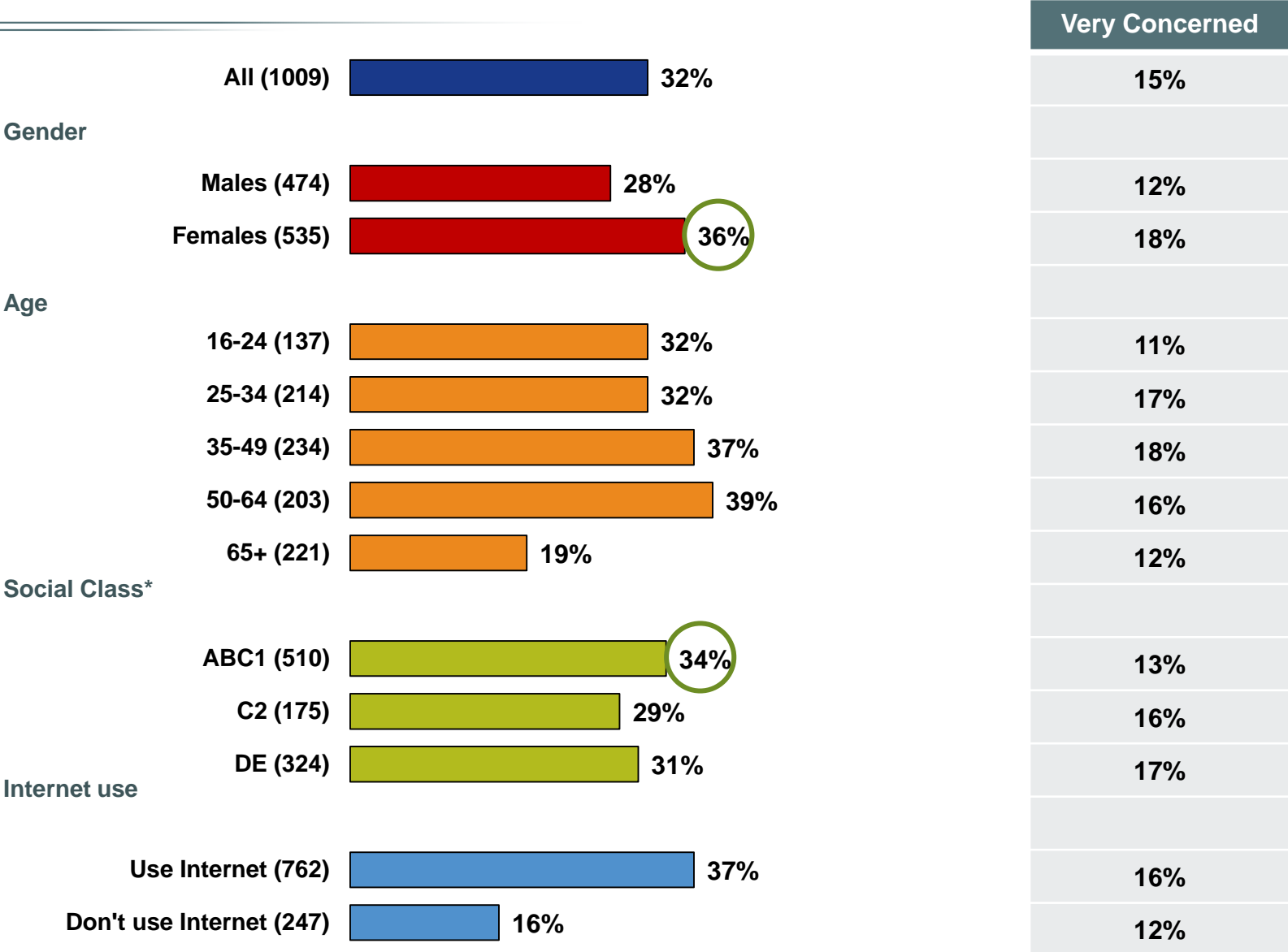
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Concerned about any type of cybercrime: Internet Users

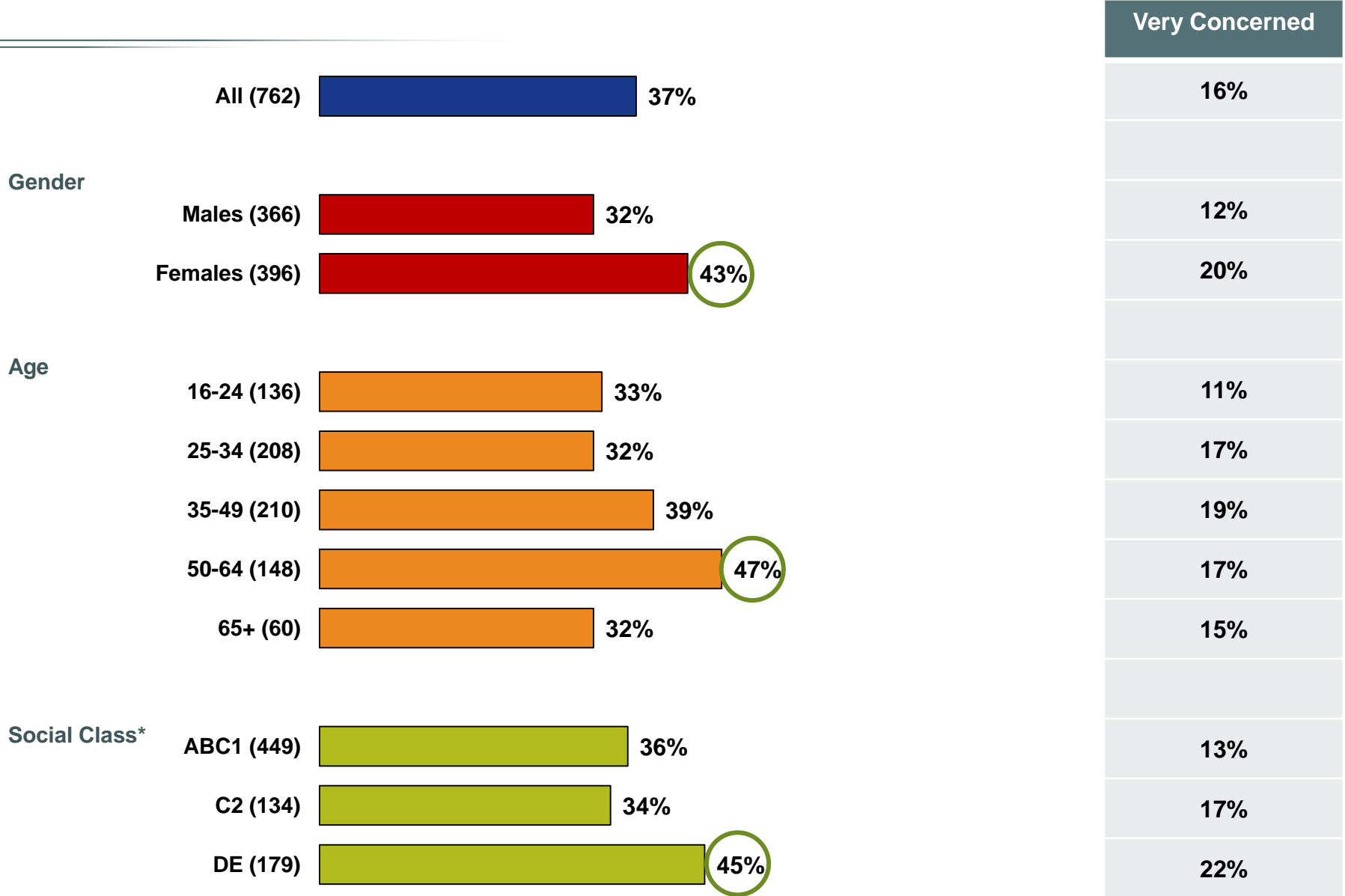


Q.1 How concerned or unconcerned are you personally about experiencing or being a victim of any of these cybercrimes...? [Base: All who ever use the internet n=762] * See social class explanation in methodology

Concerned about all types of cybercrime: All respondents

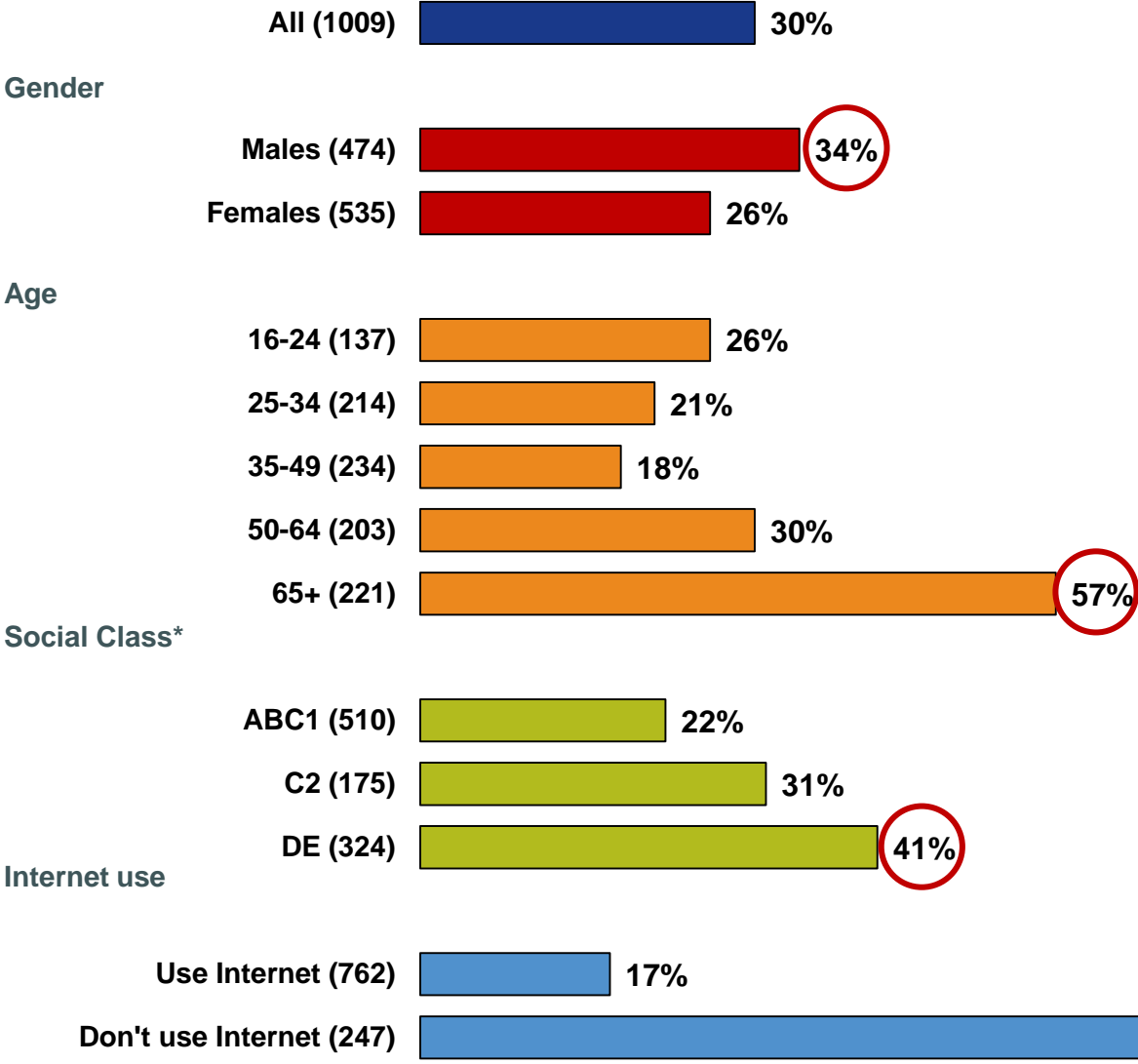


Concerned about all types of cybercrime: Internet users



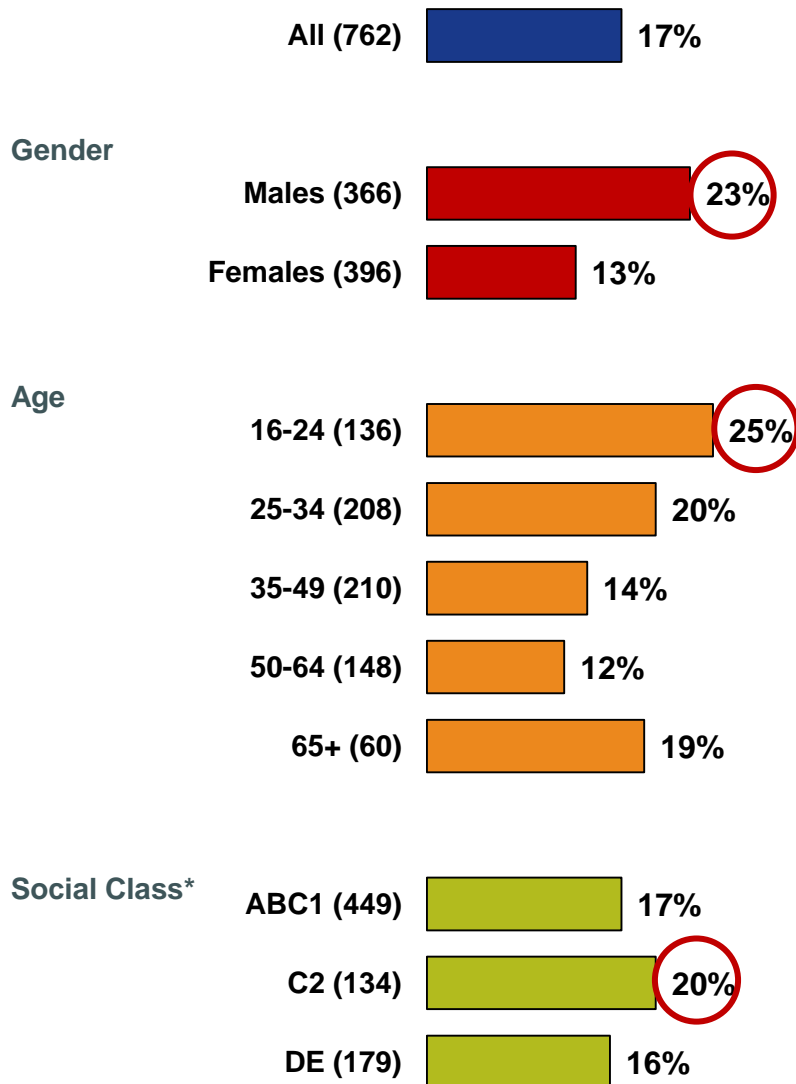
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Unconcerned about all types of cybercrime: All respondents



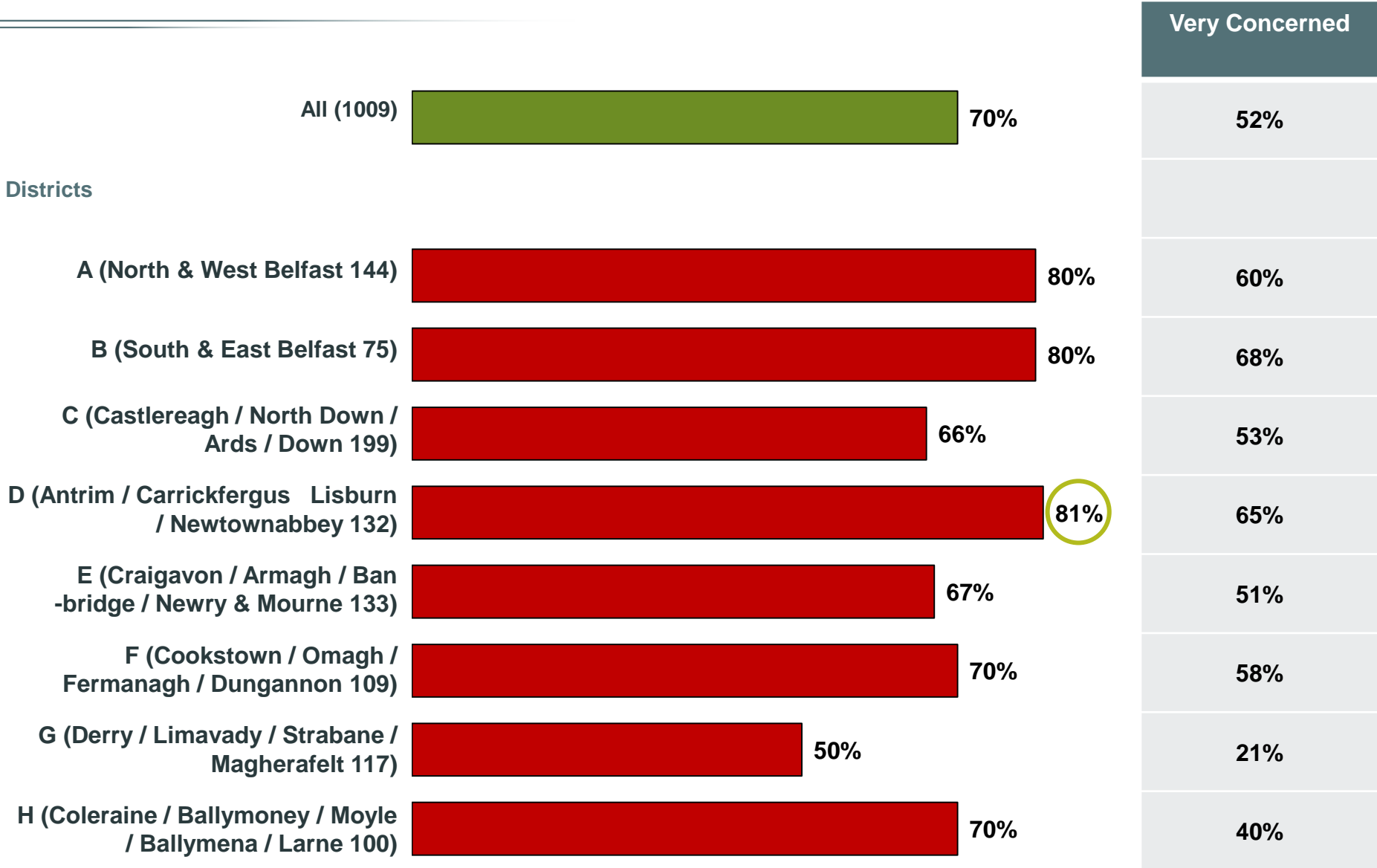
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 Accidentally encountering extreme or violent pornography online;
 Encountering websites which promote dangerous behaviours such as suicide or eating disorders;
 Cyber-bullying

Unconcerned about all types of cybercrime: Internet users

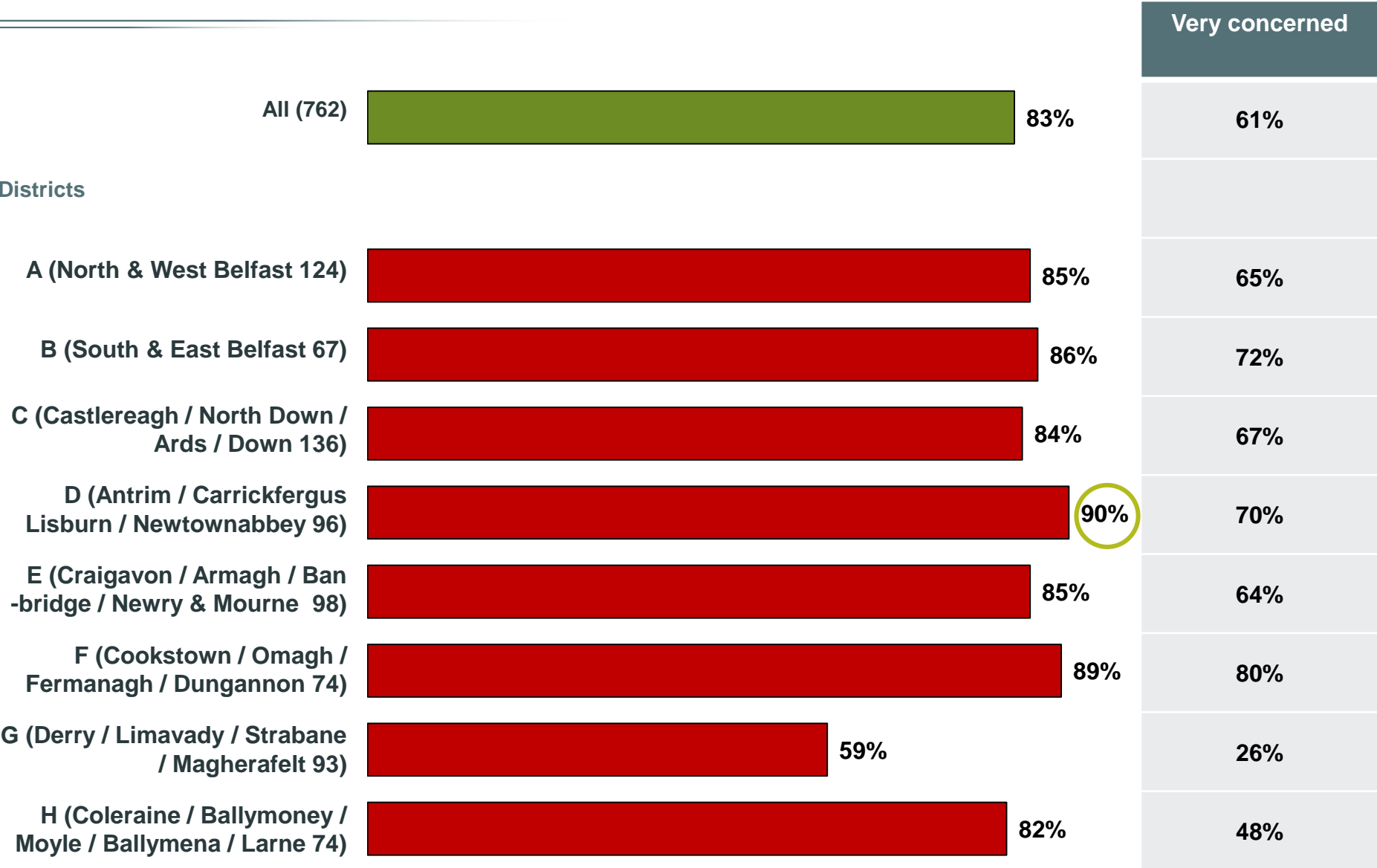


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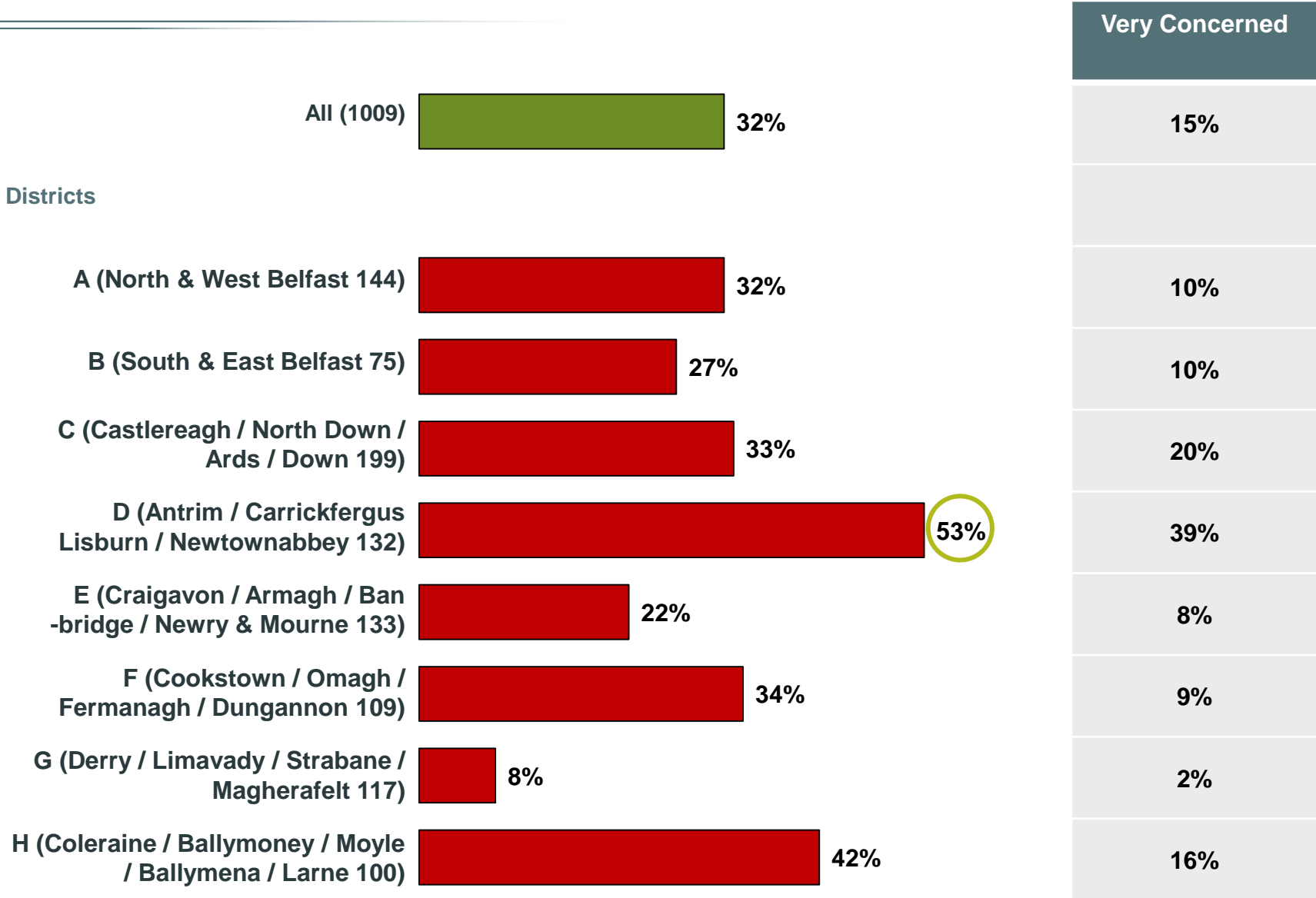
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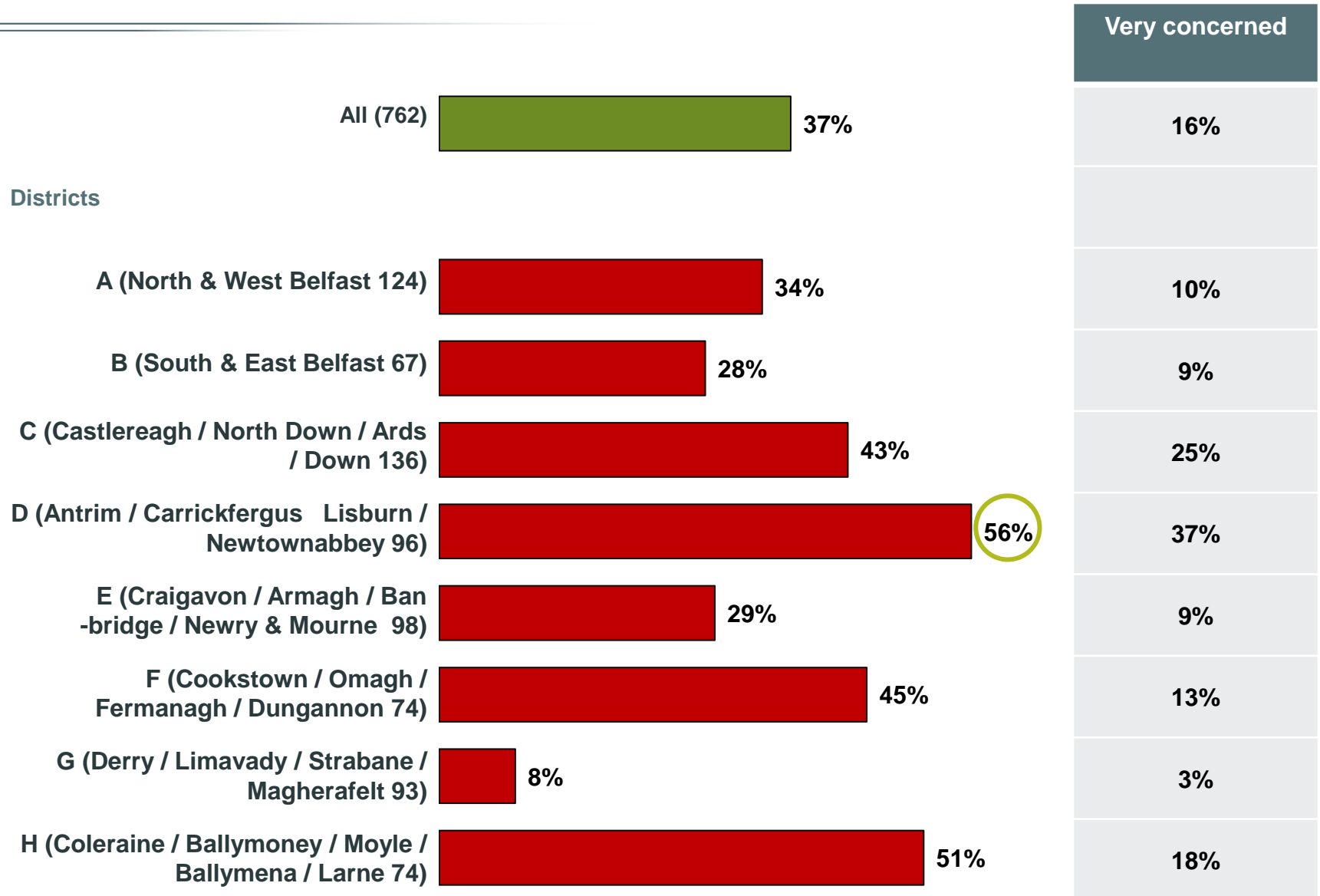
Concerned about any type of cybercrime: Internet Users



Concerned about all types of cybercrime: All respondents

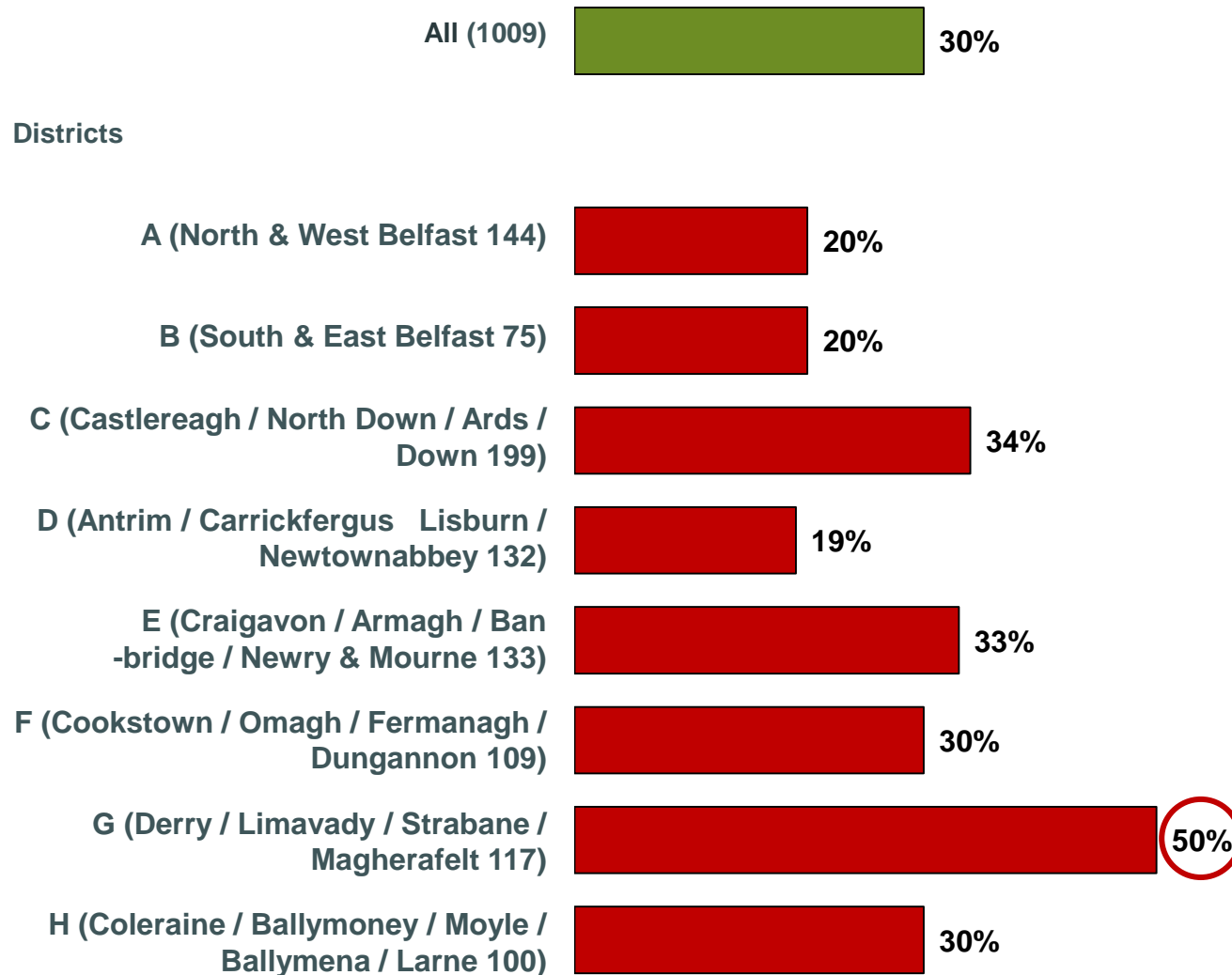


Concerned about all types of cybercrime: Internet Users



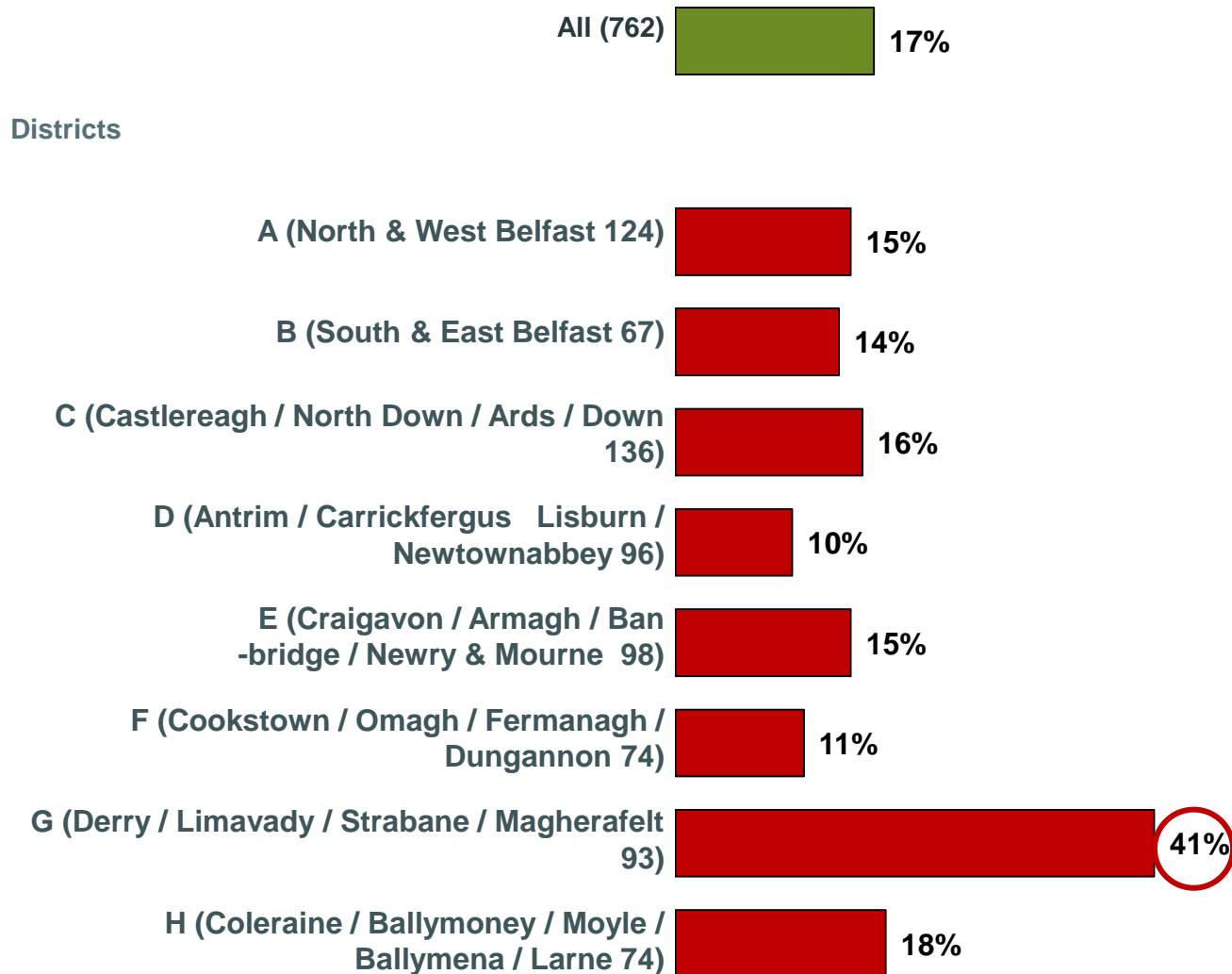
Q.1 How concerned or unconcerned are you personally about experiencing or being a victim of any of these cybercrimes...? [Base: All who ever use the internet n=762]

Unconcerned about all types of cybercrime: All respondents



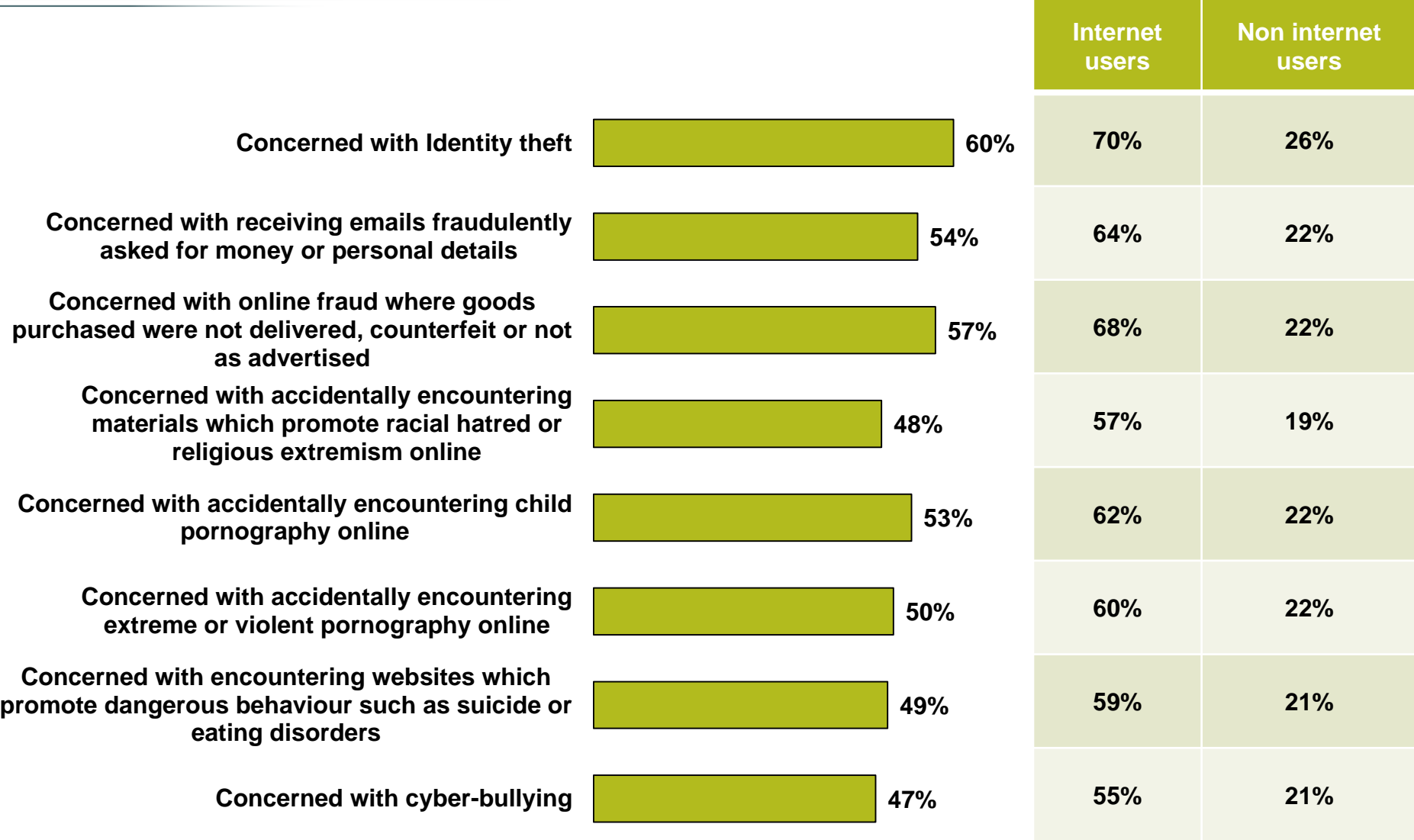
Q.1 How concerned or unconcerned are you personally about experiencing or being a victim of any of these cybercrimes...? [Base: All respondents n=1009]

Unconcerned about all types of cybercrime: Internet Users

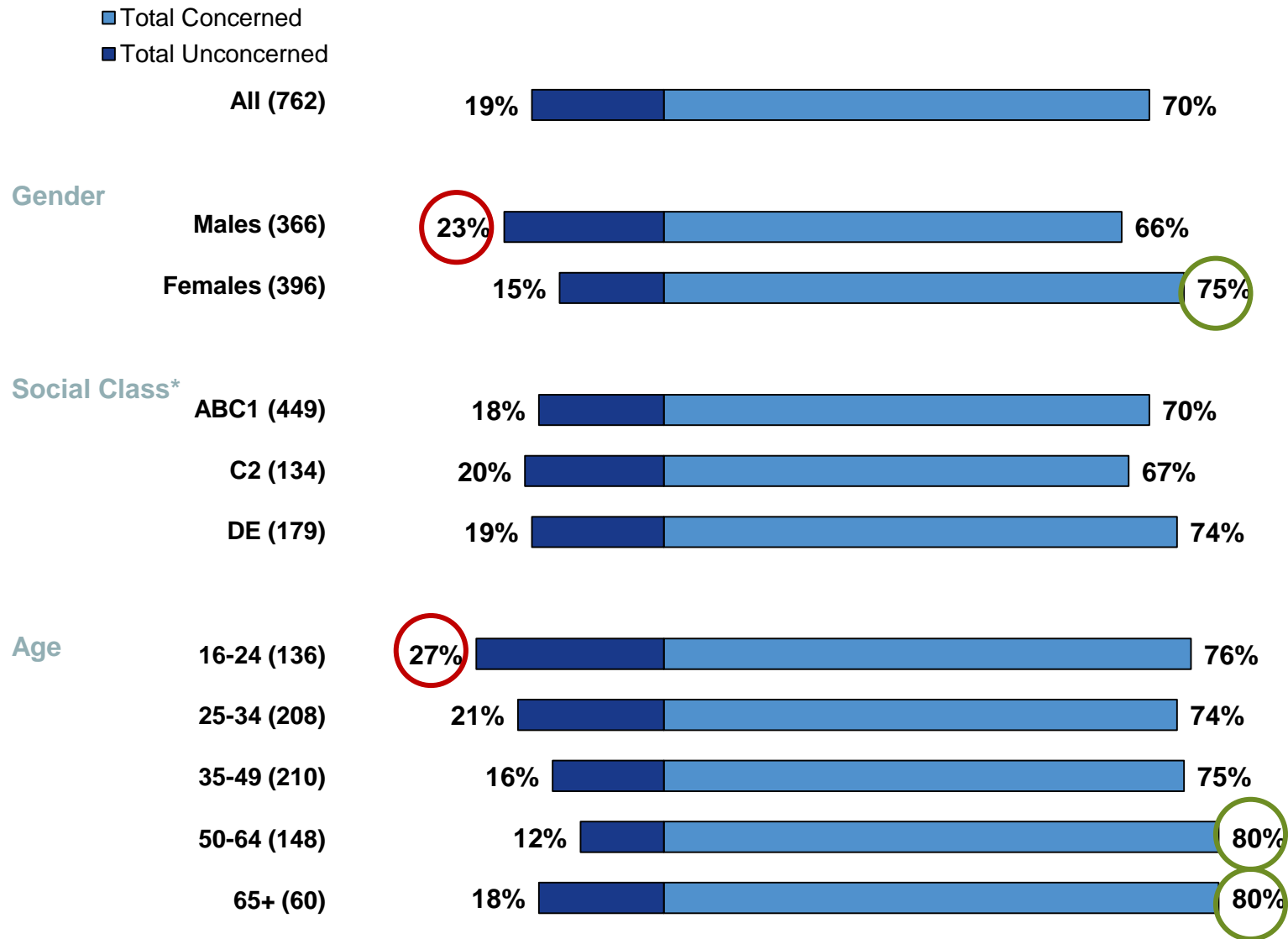


Q.1 How concerned or unconcerned are you personally about experiencing or being a victim of any of these cybercrimes...? [Base: All who ever use the internet n=762]

Summary of Concern:



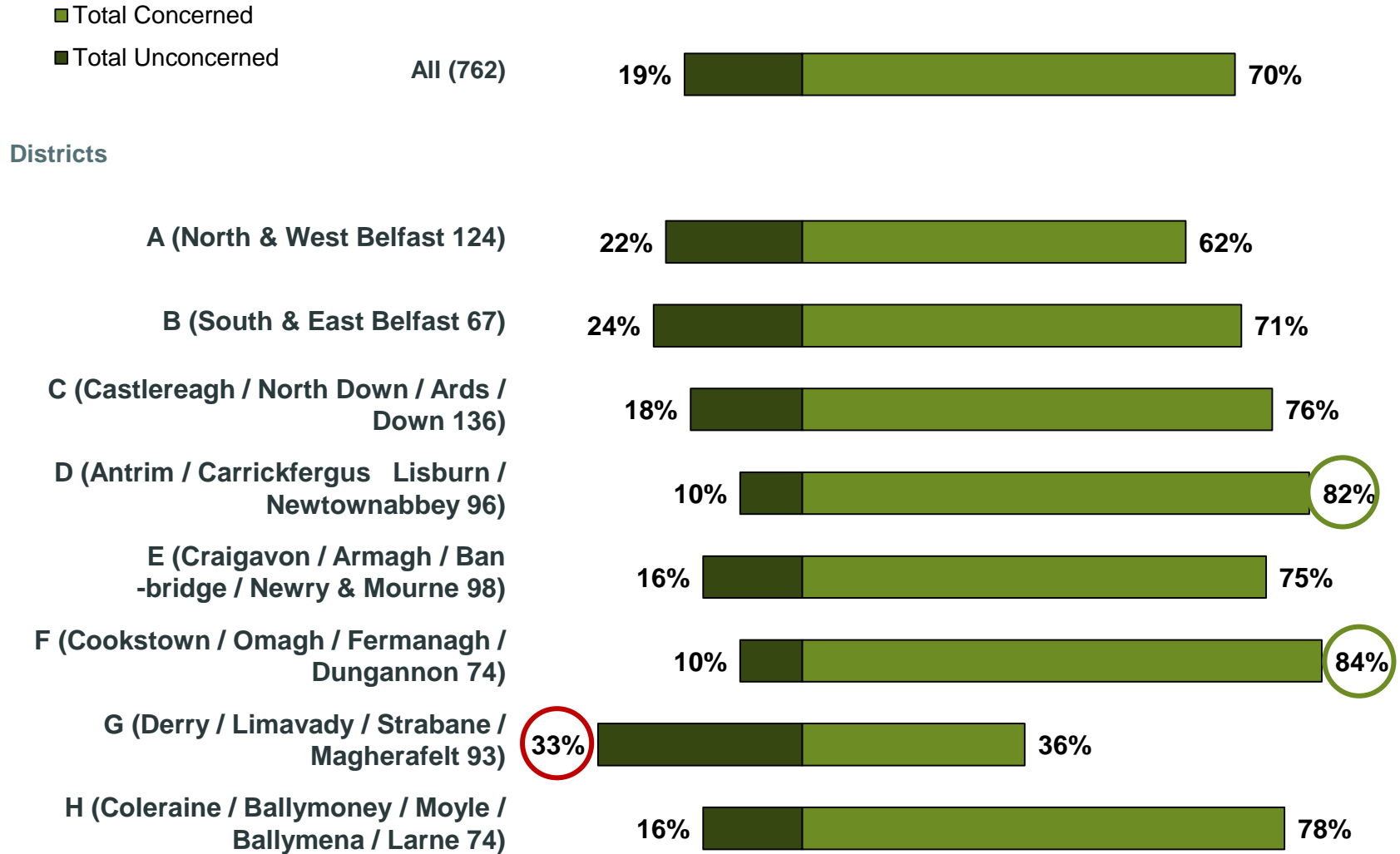
Concerned about experiencing or being a victim of Identity Theft:



Q.1a How concerned about experiencing or being a victim of - Identity Theft [Base : All Internet Users]

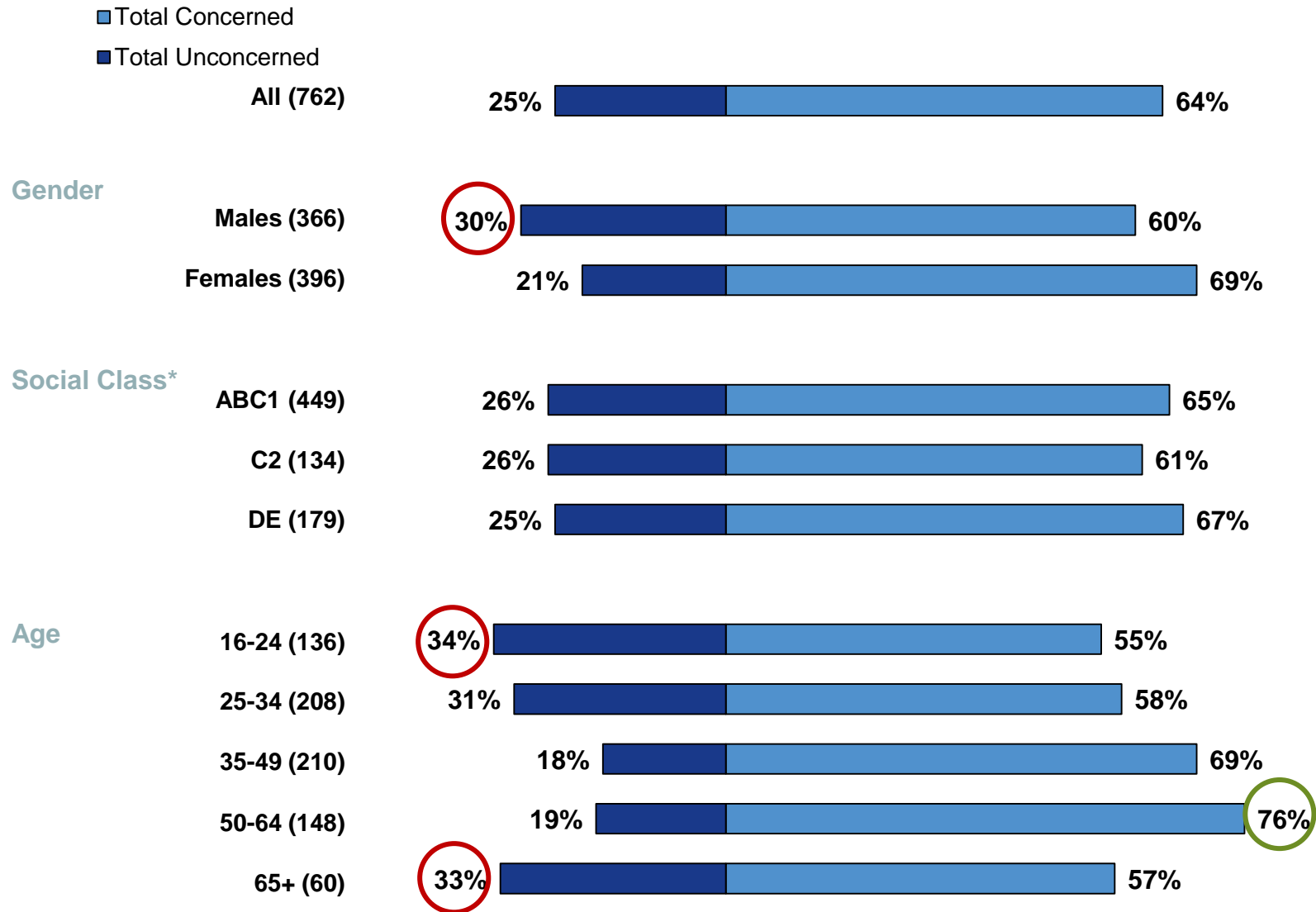
* See social class explanation in methodology

Concerned about experiencing or being a victim of Identity Theft:



Q.1a How concerned about experiencing or being a victim of - Identity Theft [Base : All Internet Users]

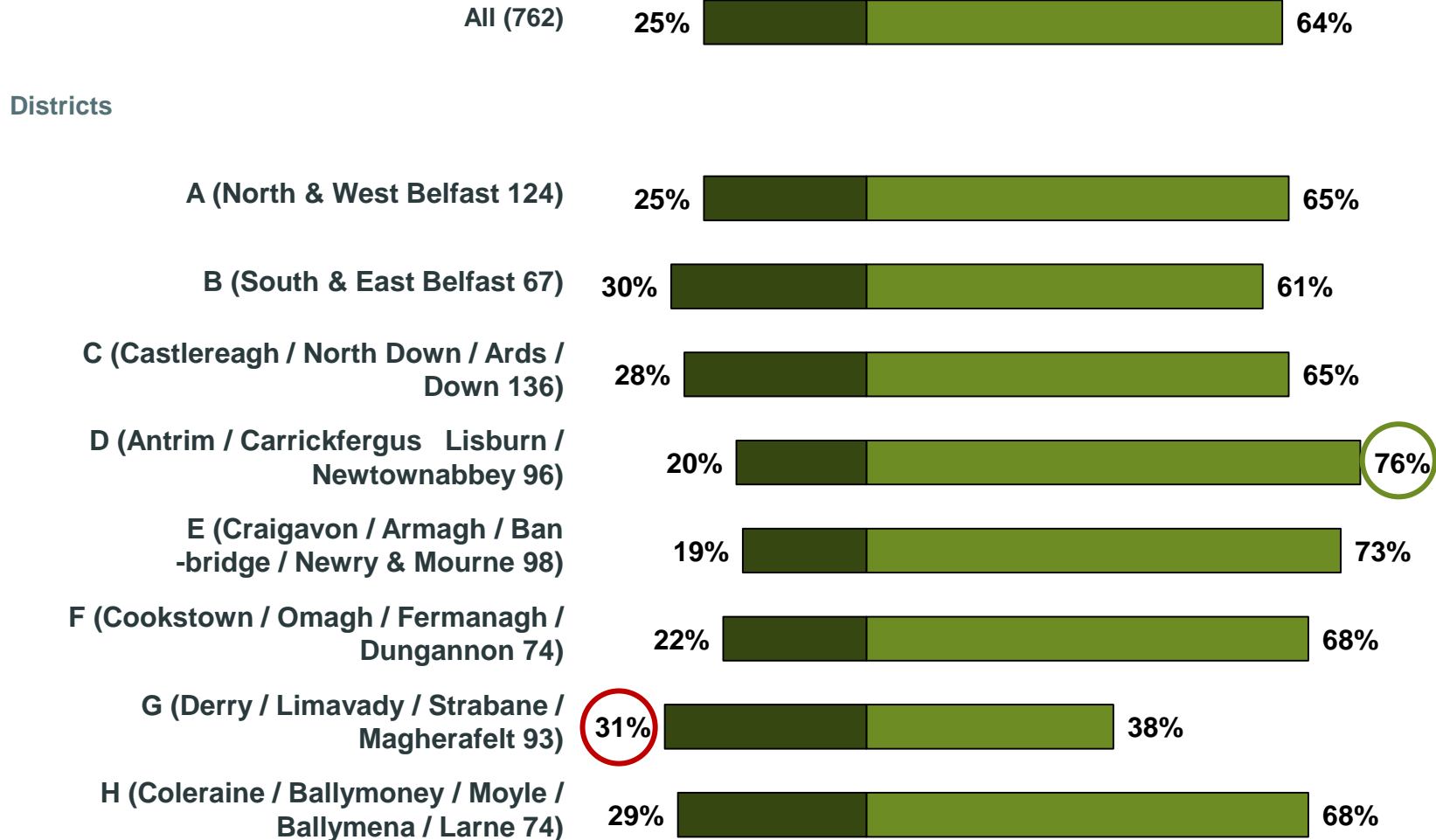
Concerned about experiencing or being a victim of receiving emails to be fraudulently asked for money or personal details:



Q.1b How concerned about experiencing or being a victim of receiving emails to be fraudulently asked for money or personal details [Base : All Internet Users] * See social class explanation in methodology

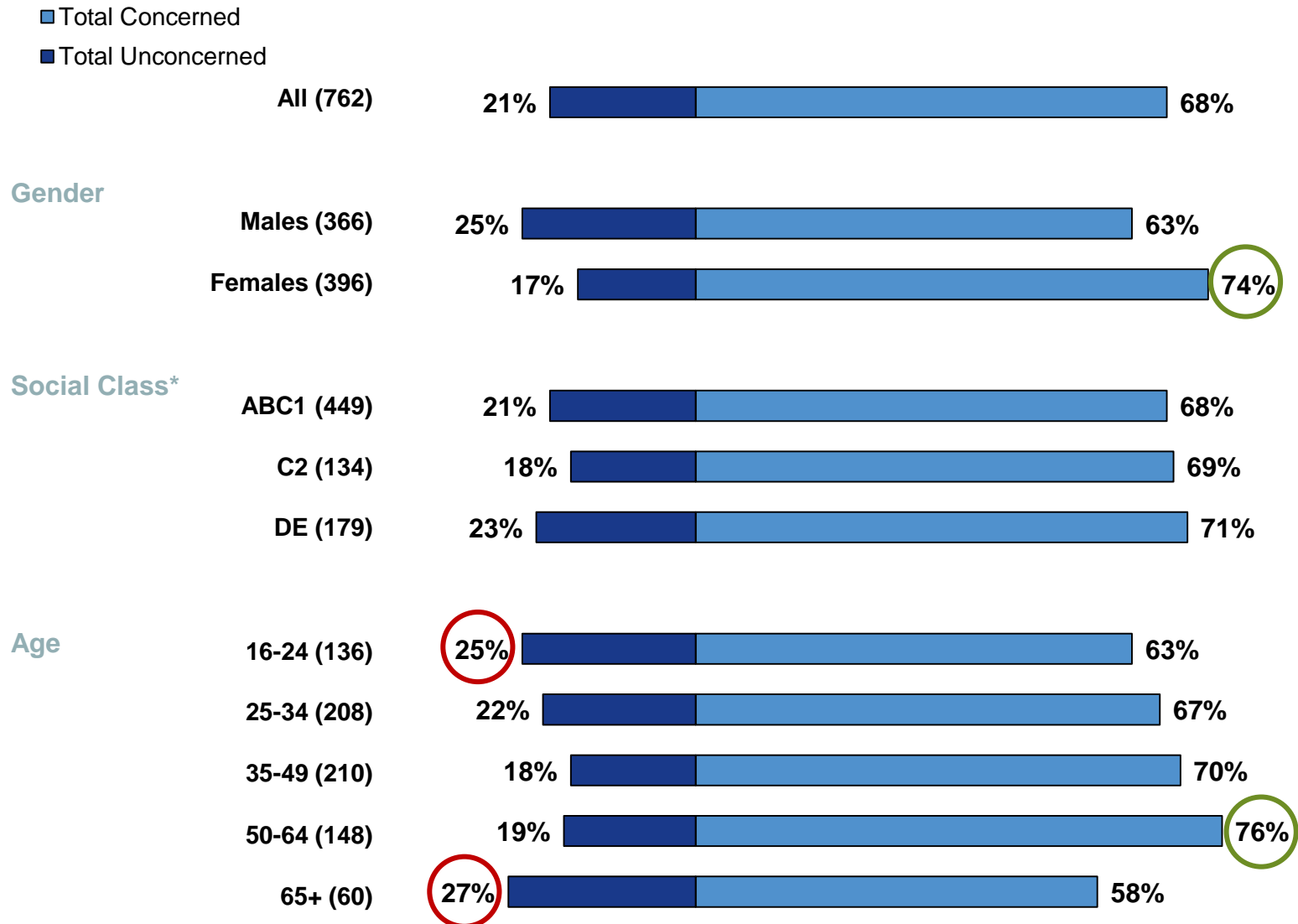
Concerned about experiencing or being a victim of receiving emails to be fraudulently asked for money or personal details:

- Total Concerned
- Total Unconcerned



Q.1b How concerned about experiencing or being a victim of receiving emails to be fraudulently asked for money or personal details [Base : All Internet Users]

Concerned about experiencing or being a victim of online fraud where goods purchased are not delivered, counterfeit or not as advertised:



Q.1c How concerned about experiencing or being a victim of online fraud where goods purchased are not delivered, counterfeit or not as advertised [Base : All Internet Users] * See social class explanation in methodology

Concerned about experiencing or being a victim of online fraud where goods purchased are not delivered, counterfeit or not as advertised:

■ Total Concerned
 ■ Total Unconcerned

All (762) 21% 68%

Districts

A (North & West Belfast 124) 21% 63%

B (South & East Belfast 67) 31% 62%

C (Castlereagh / North Down / Ards / Down 136) 25% 69%

D (Antrim / Carrickfergus / Lisburn / Newtownabbey 96) 13% 79%

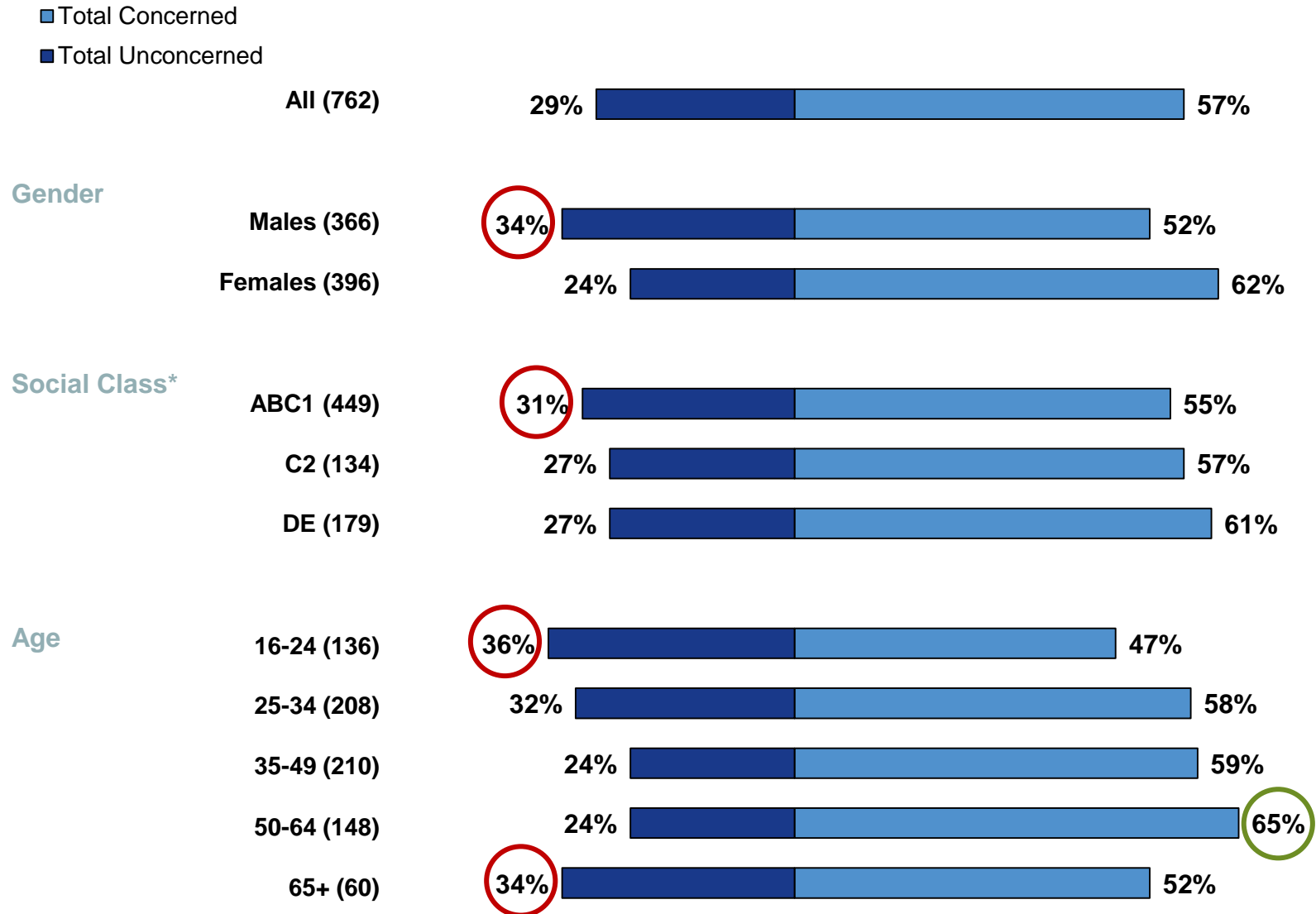
E (Craigavon / Armagh / Banbridge / Newry & Mourne 98) 13% 79%

F (Cookstown / Omagh / Fermanagh / Dungannon 74) 13% 78%

G (Derry / Limavady / Strabane / Magherafelt 93) 32% 42%

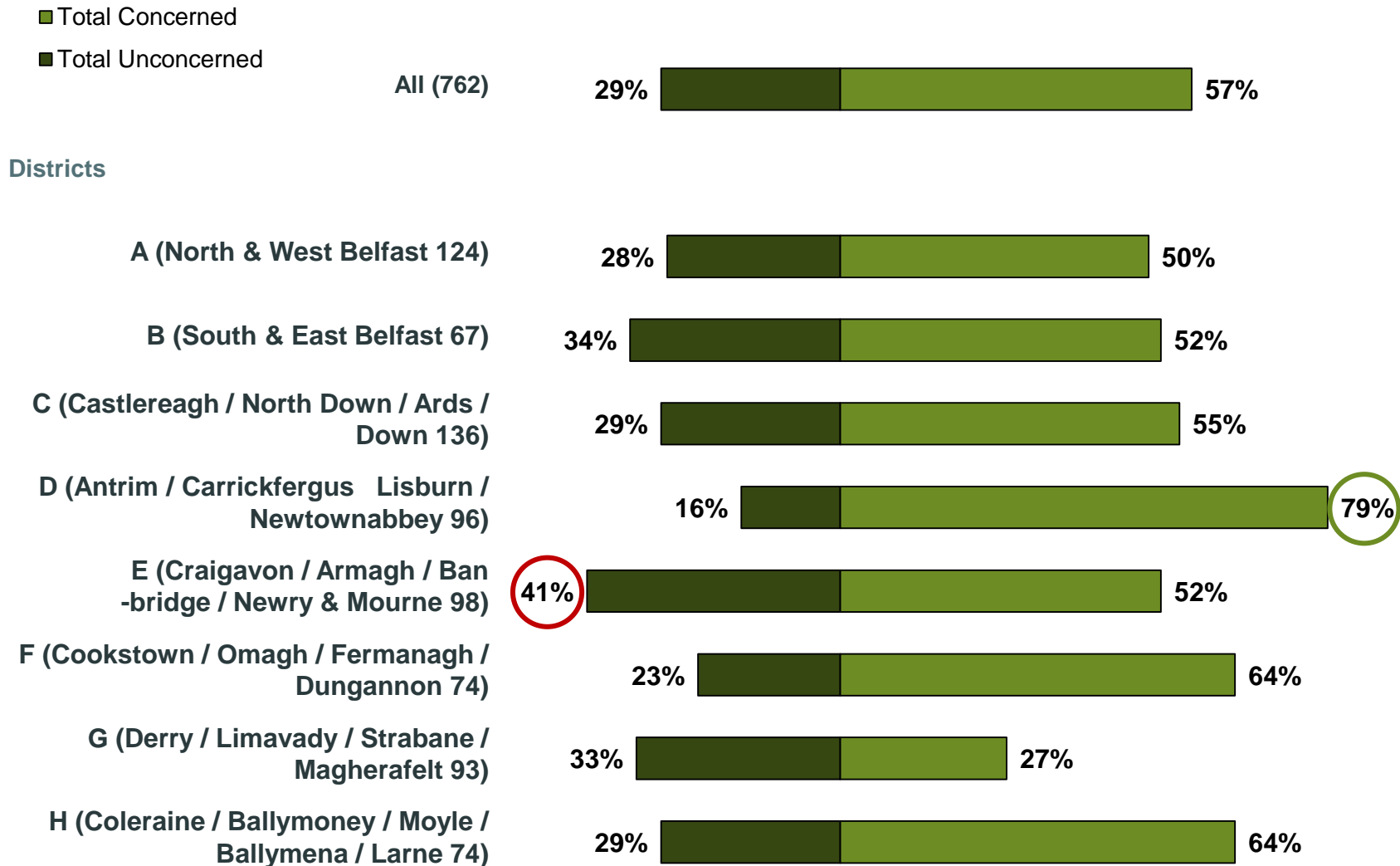
H (Coleraine / Ballymoney / Moyle / Ballymena / Larne 74) 22% 74%

Concerned about experiencing or being a victim of accidentally encountering materials which promote racial hatred or religious extremism online:



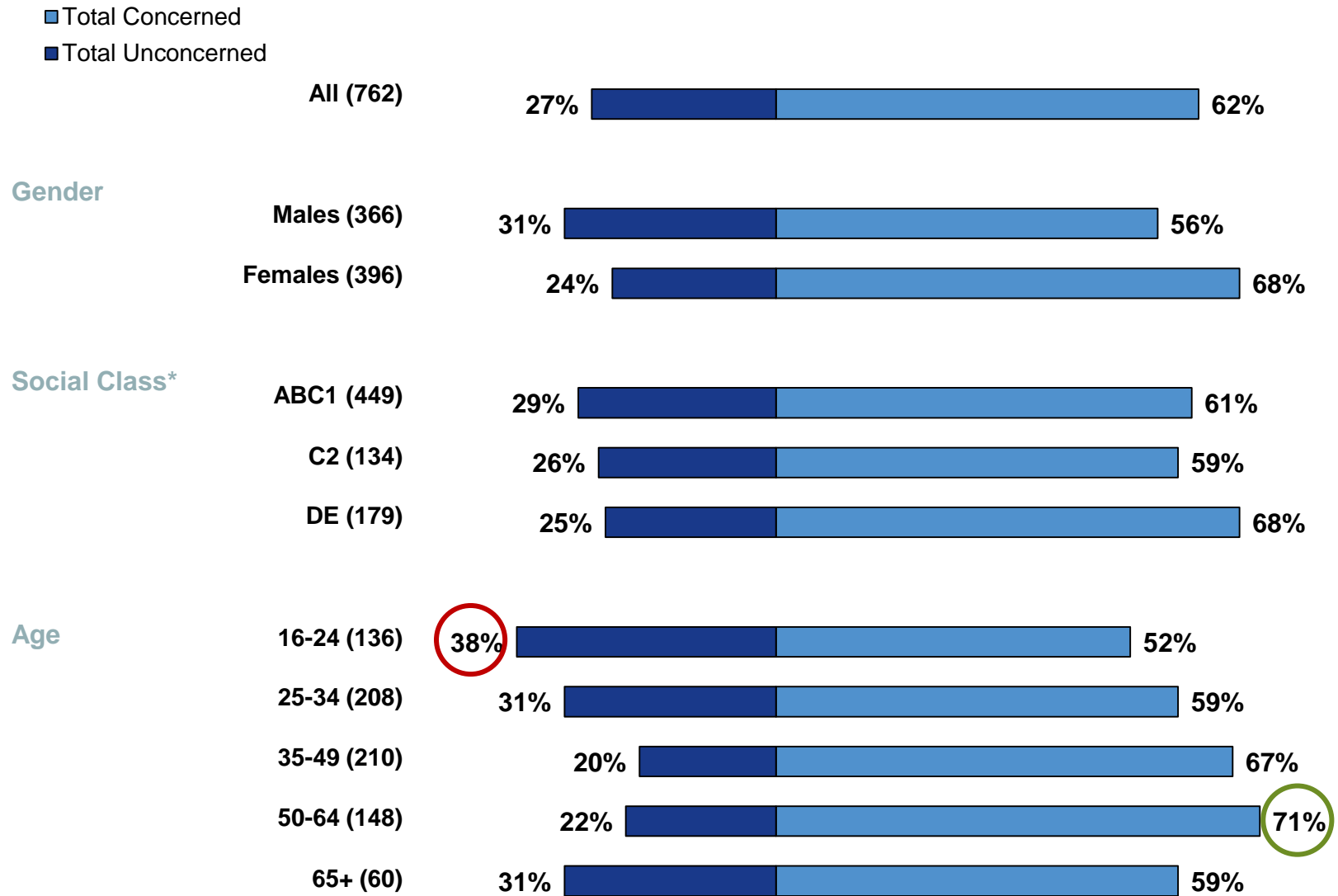
Q.1d How concerned about experiencing or being a victim of accidentally encountering materials which promote racial hatred or religious extremism online [Base : All Internet Users] * See social class explanation in methodology

Concerned about experiencing or being a victim accidentally encountering materials which promote racial hatred or religious extremism online:



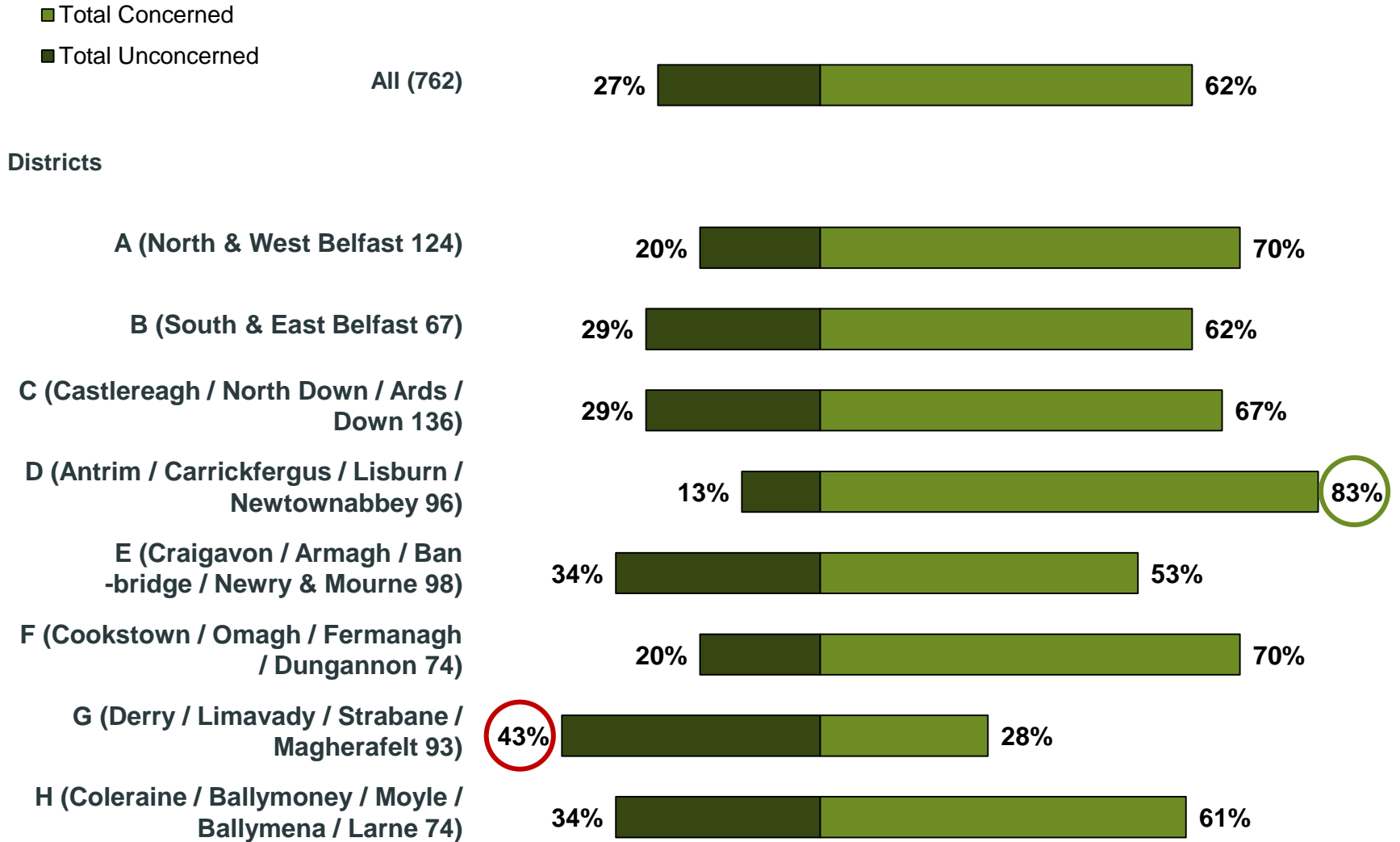
Q.1d How concerned about experiencing or being a victim of accidentally encountering materials which promote racial hatred or religious extremism online [Base : All Internet Users]

Concerned about experiencing or being a victim of accidentally encountering child pornography online:



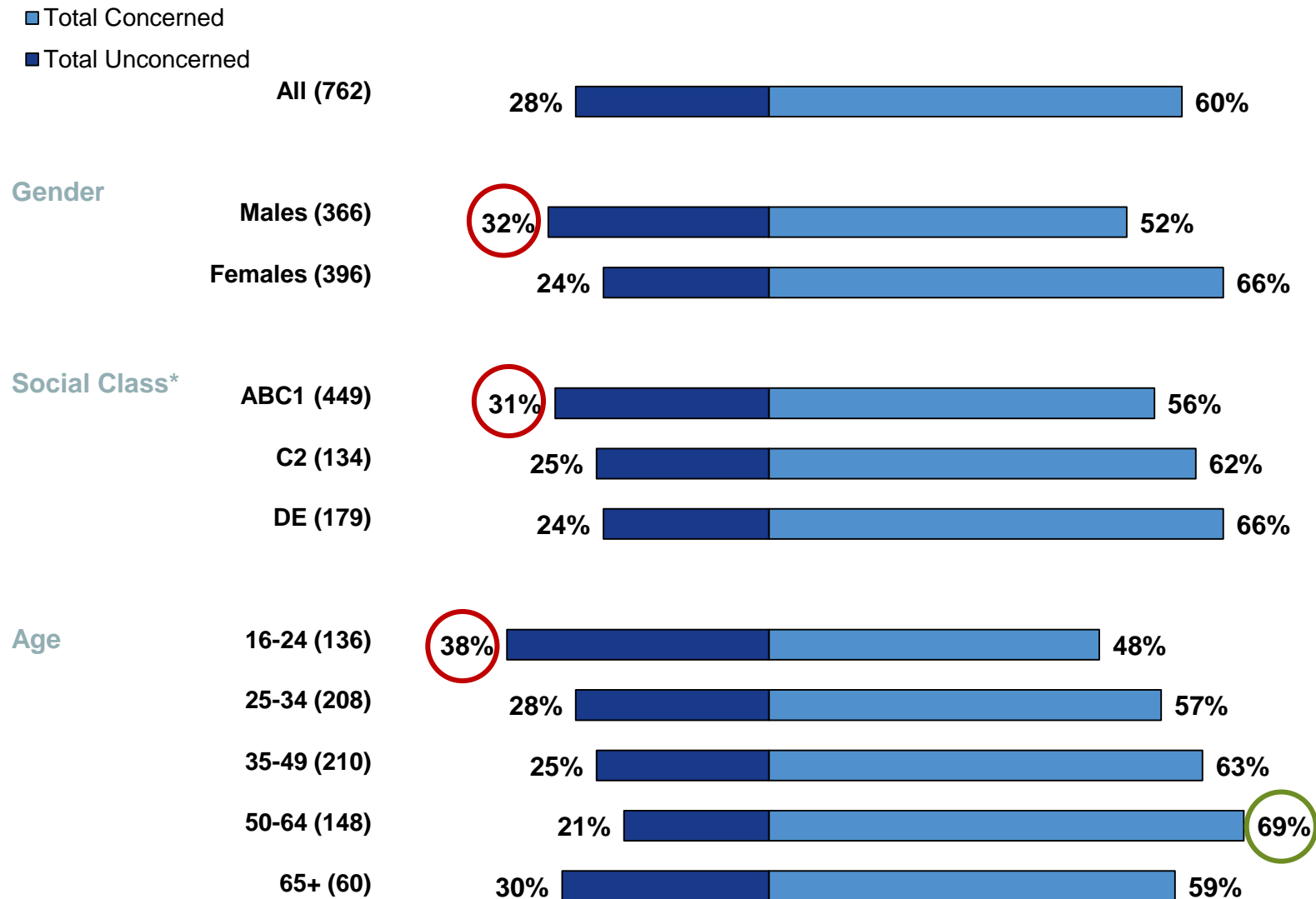
Q.1e How concerned about experiencing or being a victim of accidentally encountering child pornography online [Base : All Internet Users] * See social class explanation in methodology

Concerned about experiencing or being a victim of accidentally encountering child pornography online:



Q.1e How concerned about experiencing or being a victim of accidentally encountering child pornography online [Base : All Internet Users]

Concerned about experiencing or being a victim of accidentally encountering extreme or violent pornography online:



Q.1f How concerned about experiencing or being a victim of accidentally encountering extreme or violent pornography online [Base : All Internet Users] * See social class explanation in methodology

Concerned about experiencing or being a victim of accidentally encountering extreme or violent pornography online:

■ Total Concerned
 ■ Total Unconcerned

All (762) 28% 60%

Districts

A (North & West Belfast 124) 22% 61%

B (South & East Belfast 67) 32% 62%

C (Castlereagh / North Down / Ards / Down 136) 29% 64%

D (Antrim / Carrickfergus / Lisburn / Newtownabbey 96) 18% 76%

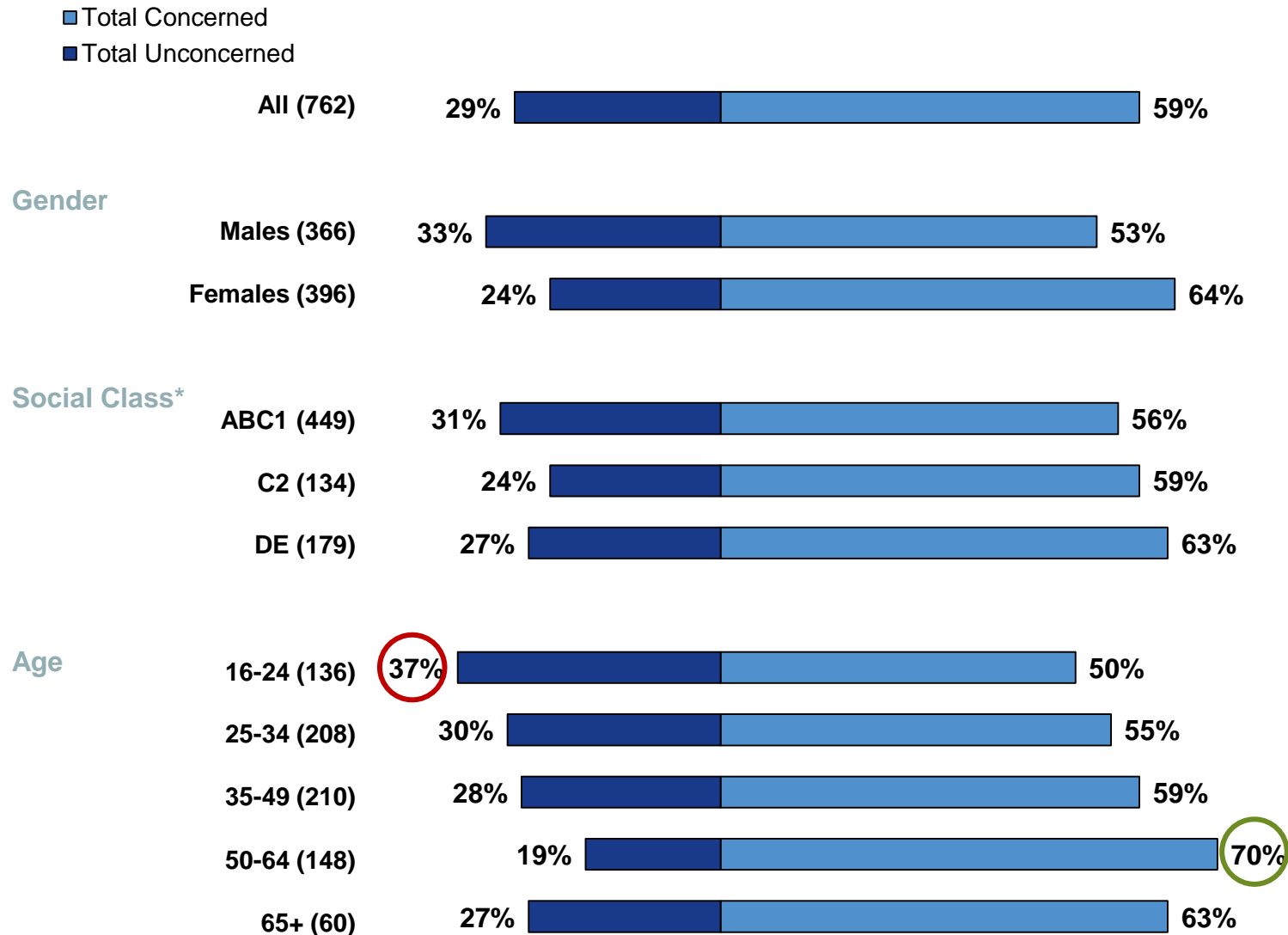
E (Craigavon / Armagh / Banbridge / Newry & Mourne 98) 34% 55%

F (Cookstown / Omagh / Fermanagh / Dungannon 74) 20% 69%

G (Derry / Limavady / Strabane / Magherafelt 93) 32% 29%

H (Coleraine / Ballymoney / Moyle / Ballymena / Larne 74) 38% 59%

Concerned about experiencing or being a victim of encountering websites which promote dangerous behaviour such as suicide or eating disorders:



Q.1g How concerned about experiencing or being a victim of encountering websites which promote dangerous behaviour such as suicide or eating disorders [Base : All Internet Users] * See social class explanation in methodology

Concerned about experiencing or being a victim of encountering websites which promote dangerous behaviour such as suicide or eating disorders:

- Total Concerned
- Total Unconcerned

All (762) 29% 59%

Districts

A (North & West Belfast 124) 29% 55%

B (South & East Belfast 67) 35% 57%

C (Castlereagh / North Down / Ards / Down 136) 27% 63%

D (Antrim / Carrickfergus Lisburn / Newtownabbey 96) 17% 72%

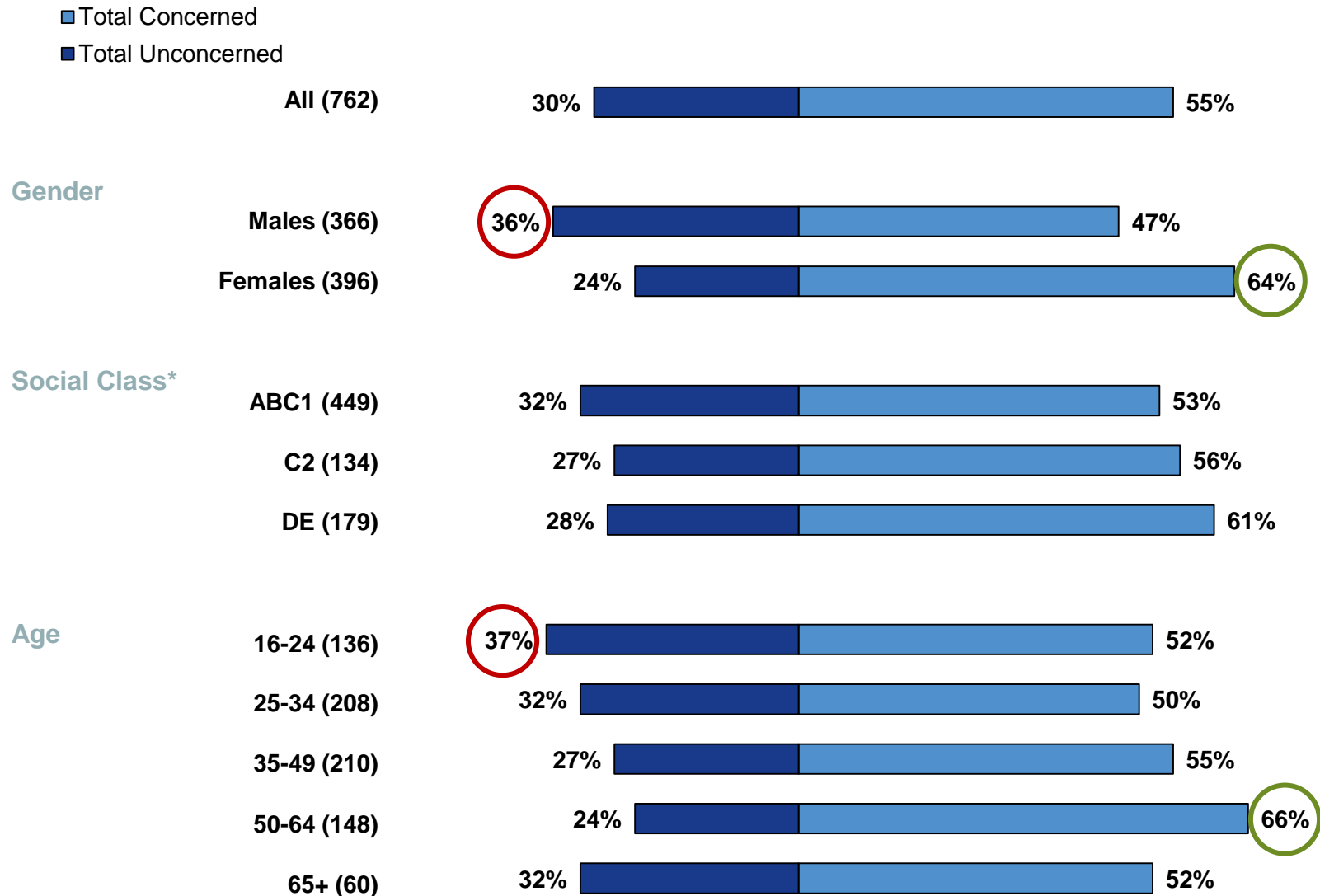
E (Craigavon / Armagh / Banbridge / Newry & Mourne 98) 38% 52%

F (Cookstown / Omagh / Fermanagh / Dungannon 74) 15% 78%

G (Derry / Limavady / Strabane / Magherafelt 93) 33% 30%

H (Coleraine / Ballymoney / Moyle / Ballymena / Larne 74) 37% 60%

Concerned about experiencing or being a victim of cyberbullying:



Q.1 How concerned about experiencing or being a victim of cyberbullying [Base : All Internet Users]

* See social class explanation in methodology

Concerned about experiencing or being a victim of cyberbullying:

- Total Concerned
- Total Unconcerned

All (762) 30% 55%

Districts

A (North & West Belfast 124) 29% 50%

B (South & East Belfast 67) 37% 54%

C (Castlereagh / North Down / Ards / Down 136) 30% 62%

D (Antrim / Carrickfergus Lisburn / Newtownabbey 96) 23% 69%

E (Craigavon / Armagh / Ban-bridge / Newry & Mourne 98) 32% 48%

F (Cookstown / Omagh / Fermanagh / Dungannon 74) 16% 74%

G (Derry / Limavady / Strabane / Magherafelt 93) 37% 28%

H (Coleraine / Ballymoney / Moyle / Ballymena / Larne 74) 36% 58%

Q.1 How concerned about experiencing or being a victim of cyberbullying [Base : All Internet Users]

Conclusions

 MillwardBrownUlster

Conclusions

- There is considerable concern about the chances of experiencing or becoming a victim of one or more type of cybercrime (based on the list opposite).
- Overall 7 in 10 of the 16+ population of Northern Ireland are concerned that they might experience or be a victim of at least one type of cybercrime, with more than half very concerned, and some 3 in 10 actually concerned about being a victim of all eight types.
- Concern is greatest in relation to Identity theft, followed by online fraud where goods purchased are not delivered, counterfeit or not as advertised.
- Internet users are understandably more concerned but a not insignificant number of those who don't actually use the internet do still harbour concerns about it, suggesting that they have either been victims in the past or the fear has either stopped them or prevents them from going online. Many of these non users who are concerned are older and from socio-economic groups DE, emphasising the need to proceed with some caution when highlighting the risks to the public at large, as there are always the possibility of raising unnecessary concern for some.

Identity theft;
Receiving emails fraudulently asked for money or personal details;
Online fraud where goods purchased were not delivered, counterfeit or not as advertised;
Accidentally encountering materials which promote racial hatred or religious extremism online;
Accidentally encountering child pornography online;
Accidentally encountering extreme or violent pornography online;
Encountering websites which promote dangerous behaviours such as suicide or eating disorders;
Cyber-bullying.

Conclusions

- However on the other end of the spectrum are those internet users, nearly 1 in 5, who are unconcerned about any cybercrime, with a not insignificant number, just under 1 in 10, who worryingly don't take any steps to protect themselves online.
- Concern is even greater when those who say they have no children under 18 are excluded, increasing as expected with the age of the children.
- Very few victims of cybercrime had gone to the PSNI to either report or get advice, with many not actually contacting anyone. And just over half of the population believed they would be very likely to report such as crime to the PSNI or even seek advice from the PSNI.
- Reluctance to report these cybercrimes to the police appears to stem from a number of perceptions including a lack of belief that there is much the police can do in such situations, a view that the crime wouldn't be serious enough or that the police wouldn't take it seriously or that they wouldn't want to waste police time.
- It wasn't surprising then that there is a lack of knowledge amongst the public about measures the PSNI do take in relation to tackling cybercrime, and when asked, internet users were most likely to call for the PSNI to make, educating the public on how to avoid becoming a victim of cybercrime a priority over catching those involved or preventing the occurrence of cybercrime, the latter two measures most likely to be perceived as unachievable by many.

Appendices

 MillwardBrownUlster

Millward Brown Ulster Omnibus Survey

- The Millward Brown Ulster Omnibus Survey is a twice monthly face-to-face survey conducted amongst a representative sample of the Northern Ireland population.
- Each survey consists of a freshly drawn sample of 1000 adults aged 16+.
- The sample is quota controlled to represent the Northern Ireland population in terms of sex, age and social class.
- For each Omnibus Survey 45 sampling points (spread over 80 electoral wards) are drawn using a stratified random sampling method to ensure that the sample is representative in terms of region.
- This sample is very large and hence allows for analysis by a range of sex, age, social class, religion and regional groupings.
- All questions included on the Omnibus Survey are confidential to each individual participating client as is the resulting data. While the cost of recruiting a representative sample and collecting a full range of demographic details such as working and marital status, household size, presence and age of children in the household, disability, car in household and tenure is shared by all the participating clients.
- Postcodes are collected hence enabling further analysis by location.

Millward Brown Ulster Omnibus Survey

The Millward Brown Ulster Omnibus Survey, after the initial random selection of sampling points, is based on a quota sampling methodology. The sampling points are drawn from the Millward Brown Ulster Sampling Frame which is based on electoral wards in Northern Ireland, utilising a 2-stage stratification procedure, involving firstly a regional segmentation into 13 areas comprising geographic groupings of Local Government Districts, and secondly, an urban / rural classification based on electoral density. Electoral wards are then clustered into points of approximately equal electoral population taking into account the following requirements:

- Wards within each point are contiguous;
- Points are exclusively urban or rural;
- Wards within a point are broadly homogenous in population structure.

Taking into account the most recent boundary changes, the Millward Brown Ulster Northern Ireland Sampling Frame now comprises over 300 sampling points. In drawing points from this Sampling Frame, random procedures are adopted, points being selected with probability proportional to population within each of the 13 areas, depending on specific requirements. This sampling procedure is followed for most face to face surveys amongst the general public up to this point. The sampling procedure then continues according to the type required for each project, frequently quota based sampling which is utilised for the Omnibus Survey.

Strict quotas on gender, age and social class are put in place and must be adhered to, thus minimizing bias and ensuring the sample is representative. Part of interviewing training comprises guidance and instruction on respondent selection and recruitment in order to ensure that the resulting samples are as robust, inclusive and transparent as possible.

Sampling for the Millward Brown Ulster Omnibus Survey has always been very strict in nature. Each interviewer is issued with an interlocking sample that they must adhere to. This interlocking quota ensures that age and social class are represented within both males and females.

Sampling Points - February A

Area: BELFAST CITY 01

1 JORDANSTOWN/ROSTULLA
 2 SHANKILL
 3 BELLEVUE
 4 BALLYHACKAMORE
 5 STORMONT
 6 MALONE
 7 GLEBE/COLLINBRIDGE
 8 GLEN ROAD
 9 NEWLODGE
 10 ROSETTA
 11 CAIRNSHILL

NEWTOWNABBEY
 BELFAST
 BELFAST
 BELFAST
 BELFAST
 BELFAST
 NEWTOWNABBEY
 BELFAST
 BELFAST
 BELFAST
 CASTLEREAGH

Area: GREATER BELFAST NORTH 21 (RURAL POINTS 22)

12 ALDERGROVE
 13 CLIPPERSTOWN/KILLYCROT/SUNNYLANDS

ANTRIM (R)
 C'FERGUS

Area: GREATER BELFAST SOUTH 11 (RURAL POINTS 12)

14 GLEN/WHITESPOTS
 15 MAZE
 16 WALLACE PARK
 17 BALLYHOLME/CHURCHILL
 18 BLOOMFIELD
 19 BALLYCROCHAN

ARDS
 LISBURN (R)
 LISBURN
 NORTH DOWN
 NORTH DOWN
 NORTH DOWN

Area: NORTHERN URBAN 31

20 CASTLE DEMESNE/MOAT
 21 ANTIVILLE/BALLYLORAN/CRAIGYHILL

BALLYMENA
 LARNE

Area: NORTHERN RURAL 32

22 CRAIGYWARREN/DUNMINNING/GLENRAVEL
 23 GLENAAN/GLENARIFF/GLENDUN

BALLYMENA
 MOYLE

Area: SOUTHERN URBAN 41

24 CATHEDRAL/BALLYMOTE
 25 DEMESNE/DOWNS/THE MALL
 26 BALLYBAY/BALLYORAN
 27 ANNAGH/BROWNSTOWN
 28 BALLYBOT/DRUMGULLION

DOWN
 ARMAGH
 CRAIGAVON
 CRAIGAVON
 NEWRY&MOURNE

Area: SOUTHERN RURAL 42

29 AGHAGALLON
 30 CROSSGAR/DERRYBOY
 31 BANNSIDE/QUILLY
 32 ANNALONG/BINNIAN
 33 CREGGAN/CROSSMAGLEN

CRAIGAVON
 DOWN
 BANBRIDGE
 NEWRY&MOURNE
 NEWRY&MOURNE

Area: NORTH WEST URBAN 51

34 CENTRAL/CROSS GLEBE
 35 ALTNAGELVIN
 36 BALLYNASHALLOG
 37 CLONDERMOT/VICTORIA

COLERAINE
 DERRY
 DERRY
 DERRY

Area: NORTH WEST RURAL 52

38 CASTLEROCK/MACOSQUIN/RINGSEND
 39 HOLLYMOUNT

COLERAINE
 DERRY

Area: WESTERN URBAN 61

40 BALLYSGAGART/COOLHILL/MOYGASHEL
 41 CASTLECOOLE

DUNGANNON
 FERMANAGH

Area: WESTERN RURAL 62

42 NEWTOWNSTEWART/PLUMBRIDGE/VICTORIA BRIDGE
 43 COAGH/SANDHOLES/STEWARTSTOWN
 44 DERRYLIN/DONAGH/NEWTOWNBUTLER
 45 BERAGH/NEWTOWNSAVILLE/SIXMILECROSS

STRABANE
 COOKSTOWN
 FERMANAGH
 OMAGH



Questionnaire

Cybercrimes can be defined as any crimes which are committed via any Internet enabled device

SHOWSCREEN

Q.1 How concerned or unconcerned are you personally about experiencing or being a victim of the following cyber-crimes?

READ OUT EACH

Identity theft;

Receiving emails fraudulently asked for money or personal details;

Online fraud where goods purchased were not delivered, counterfeit or not as advertised;

Accidentally encountering materials which promote racial hatred or religious extremism online;

Accidentally encountering child pornography online;

Accidentally encountering extreme or violent pornography online;

Encountering websites which promote dangerous behaviours such as suicide or eating disorders;

Cyber-bullying.

Very concerned / Fairly concerned / Neither concerned nor unconcerned / Fairly unconcerned / Very unconcerned / Don't know

SHOWSCREEN

Q.2 Which, if any of these steps have you taken or do you take in order to protect yourself online or when using the internet? **CODE ALL THAT APPLY**

Installed up-to date security software on home computer

Only use well known / popular / trusted sites

Do not put personal details online

Do not open emails from someone you do not know

Only use your own computer

Use different passwords for different sites

Change security or privacy settings on third party sites (Google, Facebook, etc.)

Other (specify)

Nothing - not worried about security

Nothing - I don't ever use the internet

Questionnaire - cont'd

SHOWSCREEN

Q.3 How concerned or unconcerned are you about cybercrime when your children are online or using the internet? By children we mean those aged under 18

Very concerned / Fairly concerned / Neither concerned nor unconcerned / Fairly unconcerned / Very unconcerned / Don't know / Not applicable (don't have children aged under 18)

SHOWSCREEN

Q.4 And which if any extra steps do you take to protect your children when online or when they are using the internet?

Use content filter offered by Internet Service Providers or mobile phone operators;

Report inappropriate, harmful or criminal activities that occur online;

Monitor your child's use of social media sites (e.g., Who your child is friends with online or adjusting privacy settings to restrict other people's access to your child's account);

Restrict the amount of time your child can be online, or set periods of time where your child can access certain sites;

Regularly talk to your child about their use of the internet;

Other (specify)

Nothing- I do not take any extra steps.

Q.5 Are you aware of any measures that the PSNI take in order to tackle cybercrime? PROBE Anything else?

DO NOT PROMPT PROBE FULLY AND CODE. RECORD VERBATIM WHERE RELEVANT

Yes provide information or advice on keeping safe online

Yes visit schools, colleges or youth or community groups to highlight dangers of cybercrime

Yes provide schools, colleges, youth or community groups with guidelines for dealing with cybercrime

Yes provide dedicated phone or online contacts for reporting cybercrime

Yes - other reply (please specify)

No don't know of any steps they take

Questionnaire - cont'd

SHOWSCREEN

Q.6 Which of the following roles do you think should be the first priority for the PSNI in dealing with cybercrime in Northern Ireland?

- a) To prevent the occurrence of cybercrime.
- b) To educate the public on how to avoid becoming a victim of cybercrime
- c) To catch those involved
- Other (specify)
- Don't know

Q.7 Do you believe you have ever experienced or been a victim of cybercrime?

Yes / No / Don't know

IF YES AT Q7

Q.8 Who, if anyone, did you contact... SHOWSCREEN

- a) To report the crime
- b) To get advice about dealing with the crime

PSNI

Internet Service Provider

Consumer Protection Organisation

Other reporting agency (Internet Watch Foundation, CEOP, Action Fraud)

Other (specify)

No didn't contact anyone

Questionnaire - cont'd

IF CONTACTED PSNI AT Q8

SHOWSCREEN

Q.9 How satisfied or dissatisfied were you with the PSNI in relation to this contact?

Very satisfied / Fairly satisfied / Neither satisfied nor dissatisfied / Fairly dissatisfied / Very dissatisfied / Don't know

ASK ALL

SHOWCARD LIST OF CRIMES AS PER Q1

SHOWSCREEN WITH SCALE

Q.10 If you did experience any of these offences in the future how likely or unlikely would you be to contact the PSNI....

- a) To report the crime
- b) To get advice about dealing with the crime

Very likely / Fairly likely / Neither likely not unlikely / Fairly unlikely / Very unlikely / Don't know

ASK IF PSNI NOT CODED AT Q8A OR IF Q10A NOT CODE 1 - 'VERY LIKELY'

Q. 11 Why did you not contact the PSNI to report the crime / Why did you not say you would be 'very likely' to contact the PSNI to report the crime? ASK AS APPROPRIATE PROBE: Any other reasons?

DO NOT PROMPT PROBE FULLY AND CODE BELOW

- I didn't / don't think there is anything they could do
- I didn't think it was serious enough
- I didn't think / don't think the PSNI would take it seriously
- I reported a crime before and nothing was done about it
- I would be afraid of the repercussions
- I'd feel foolish
- I would feel that I would be wasting their time
- Other (specify)
- Don't know
- Refuse