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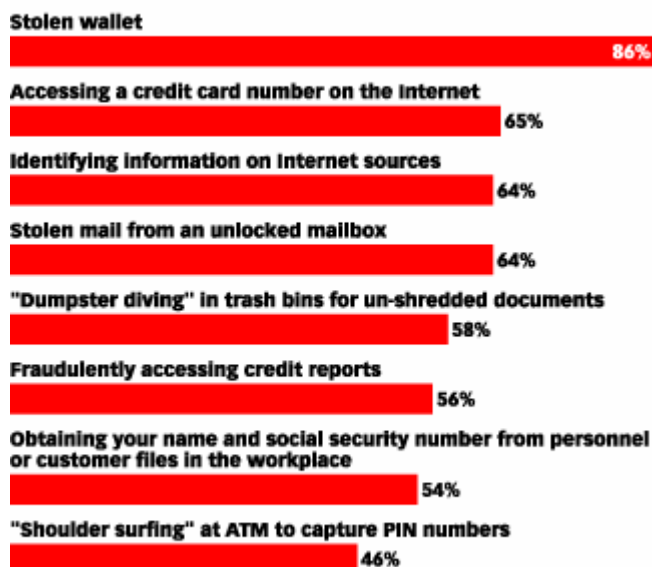
Steely-Eyed about Identity Theft

4 May 2004

Exactly 15% of US consumers have been victims of identity theft, and 33% know a family or friend who has been, according to a new survey from [InsightExpress](#).

Many people in the US are taking steps to prevent identity theft, but their fears about the Internet as theft conduit may be too great. InsightExpress polled 500 people in the US on their views about identity theft. The surveying took place online during a two-day period in late April 2004. A full 85% of respondents are concerned that identity theft could happen to them. Most fear their identities could be taken through a stolen wallet, and large percentages fear theft through the Internet or stolen mail. Overall, 37% felt online purchasing poses the greatest threat, followed by telephone purchases (34%) and in-person purchases (10%).

Possible Sources of Identity Theft according to US Consumers, April 2004 (as a % of respondents)



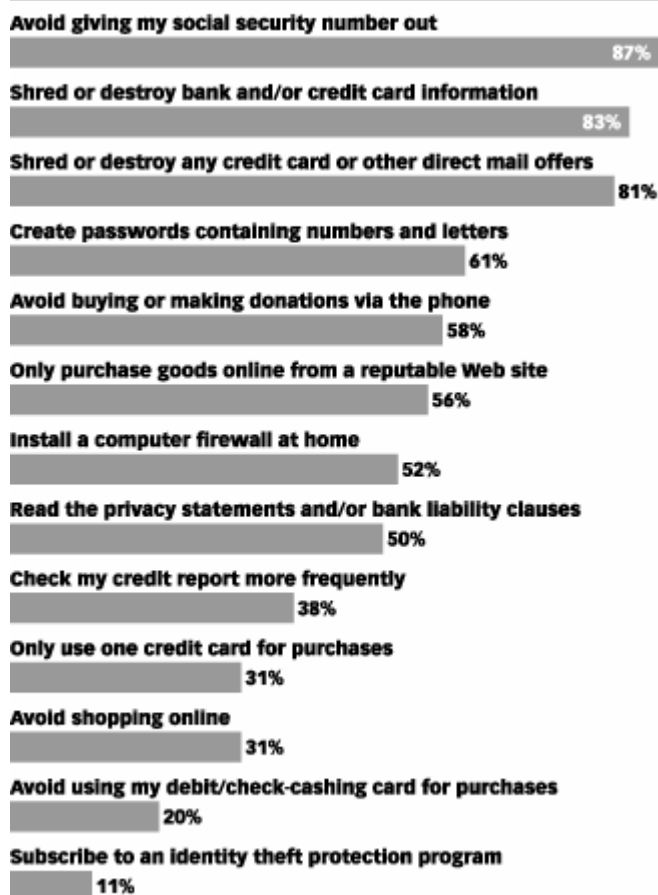
Source: [InsightExpress](#), April 2004

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Consumers are becoming more cognizant of the problem of identity theft, with 42% saying they're more aware of the problem compared to last year, and 59% saying they are taking steps to protect themselves.

Steps Taken by US Consumers Who Are Actively Trying to Prevent Identity Theft, April 2004 (as a % of respondents)



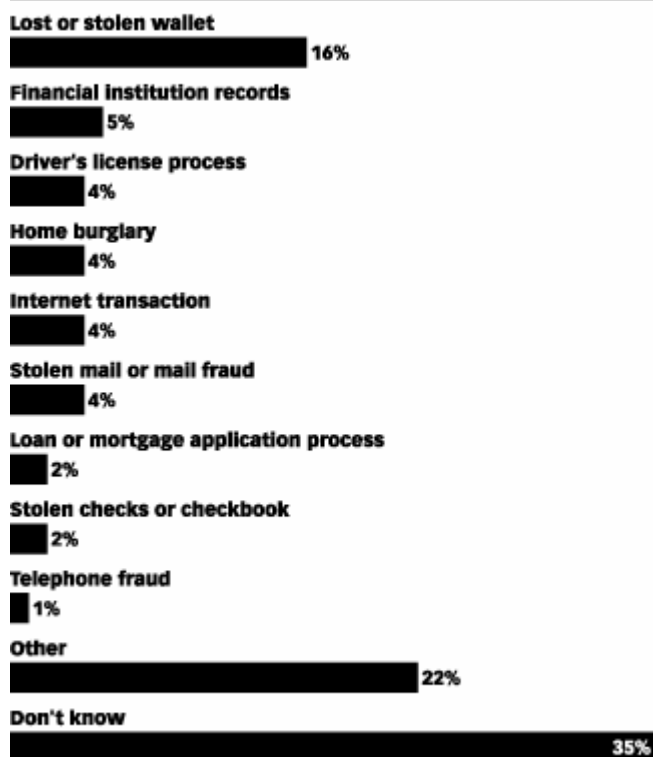
Source: *InsightExpress, April 2004*

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Consumers' lack of faith in online transactions may be somewhat misplaced. According to a 2002 survey by Star Systems, four times as many identity theft cases came from lost or stolen wallets as from transactions on the Net. Having mail stolen or a house burgled was just as likely as a Web purchase resulting in the theft of personal information.

Methods by which Personal Information Was Taken from US Victims of Identity Theft, 2002 (as a % of respondents)



Note: n=109

Source: Star Systems, April 2003

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The Star Systems data is for 2002, but in a more recent survey by Ipsos-Insight, 42% of respondents said they or someone they knew had been a victim of credit card fraud, while only 18% said the same for *online* credit card fraud.

Consumers in the US Who Have Been, or Know Someone Who Has Been, a Victim of Credit Card Fraud and/or Online Credit Card Fraud, 2004 (as a % of respondents)



Note: n=943

Source: Ipsos-Insight, January 2004

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For more information on identity theft, credit card fraud and Internet transactions, try a search of eMarketer's [eStat Database](#).

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SUBJECTS: Fraud; Online Security; Credit Cards; B2C E-Commerce

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GEOGRAPHY: United States

SOURCES: InsightExpress; Star Systems; Ipsos-Reid

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