

The Essential Report – Consumer Action Law Centre

02 July 2024



The Essential Report

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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 26th to 30th June 2024 and is based on 1,141 participants.

The weighting efficiency applied to the results at a national level is 83%, which gives an effective sample size of 948. The maximal margin of error at this effective sample size is $\pm 3.2\%$ (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. People are more likely to think banks and the government should be responsible for preventing online scams rather than individuals

- 39% of people think that banks and financial institutions should take primary responsibility for preventing online scams. 34% think the government and law enforcement should be responsible for preventing scams.
 - o Younger people (aged 18-34) are more likely than older people (aged 55 and over) to think the government should be responsible for preventing scams (40% to 29%).
- Comparatively, only 27% think individuals should be responsible for preventing scams by being careful.
 - o Men are more likely than women to think individuals should be responsible for preventing scams (31% to 23%)

2. People also think that the government, banks and telecommunication companies are best placed to prevent online scams rather than individuals

- 27% of people think that the government and law enforcement are in the best position and could be the most effective at preventing online scams. 23% think banks and financial institutions would be the most effective at preventing online scams. 22% think telecommunication companies would be the most effective at preventing online scams.
 - o Younger people (aged 18 to 34) are more likely to think banks and financial institutions are the most effective at preventing scams (26%)
 - o Older people (aged 55 and over) are more likely to see telecommunication companies as being in the best position to prevent online scams (28%).
- Comparatively, only 18% think individuals are in the best position to prevent online scams.
 - o Men are more likely to think individuals are the most effective at preventing scams (22%).

3. There is high agreement with all statements around scam laws in Australia

- 76% of people agree that if the law forced banks to reimburse scam victims, it would be a good incentive for them to improve technology to prevent scams. 75% agree that Australian law should require banks to refund scam victims if they have not kept their money safe.
 - o Older people (aged 55 and over) are more likely to agree with these statements (both 83% agree).

- 64% of people agree that it's the banks' job to keep customers' money safe, even if they are tricked by scammers. 61% agree that Australian law should require banks to refund all scam victims.
 - o Those aged 35 to 54 are more likely to agree with these statements (71% and 68% agree respectively).
- Women are also more likely than men to agree with all of these statements.

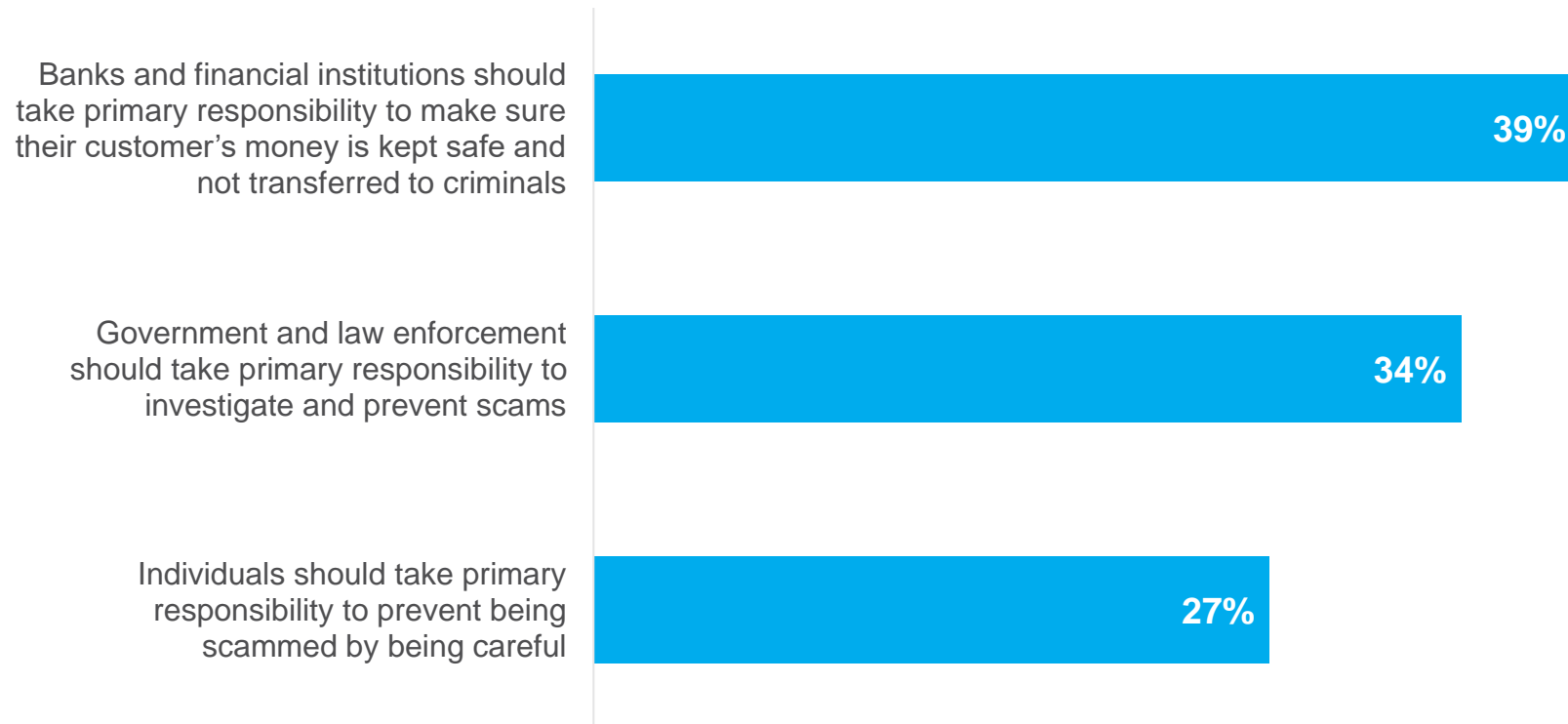
4. Most people believe statements around the increasing sophistication and risk of scams, but are less likely to believe that Australia is tracking to be a world leader in anti-scam regulation

- Most people think that it is definitely or probably true that online scams are becoming more sophisticated and that there are an increasing number of people falling victim to scams (88% and 87% respectively).
 - o Older people (aged 55 and over) are more likely to think these statements are true (91% and 92% respectively).
- A majority (54%) also think it is true that Australian banks reimburse about 2-5% of lost scam money.
- Less than a third (32%) think it is true than Australia is on track to have the best anti-scam regulations in the world.
 - o Younger people are more likely to this is true (41%).

Responsibility for preventing online scams

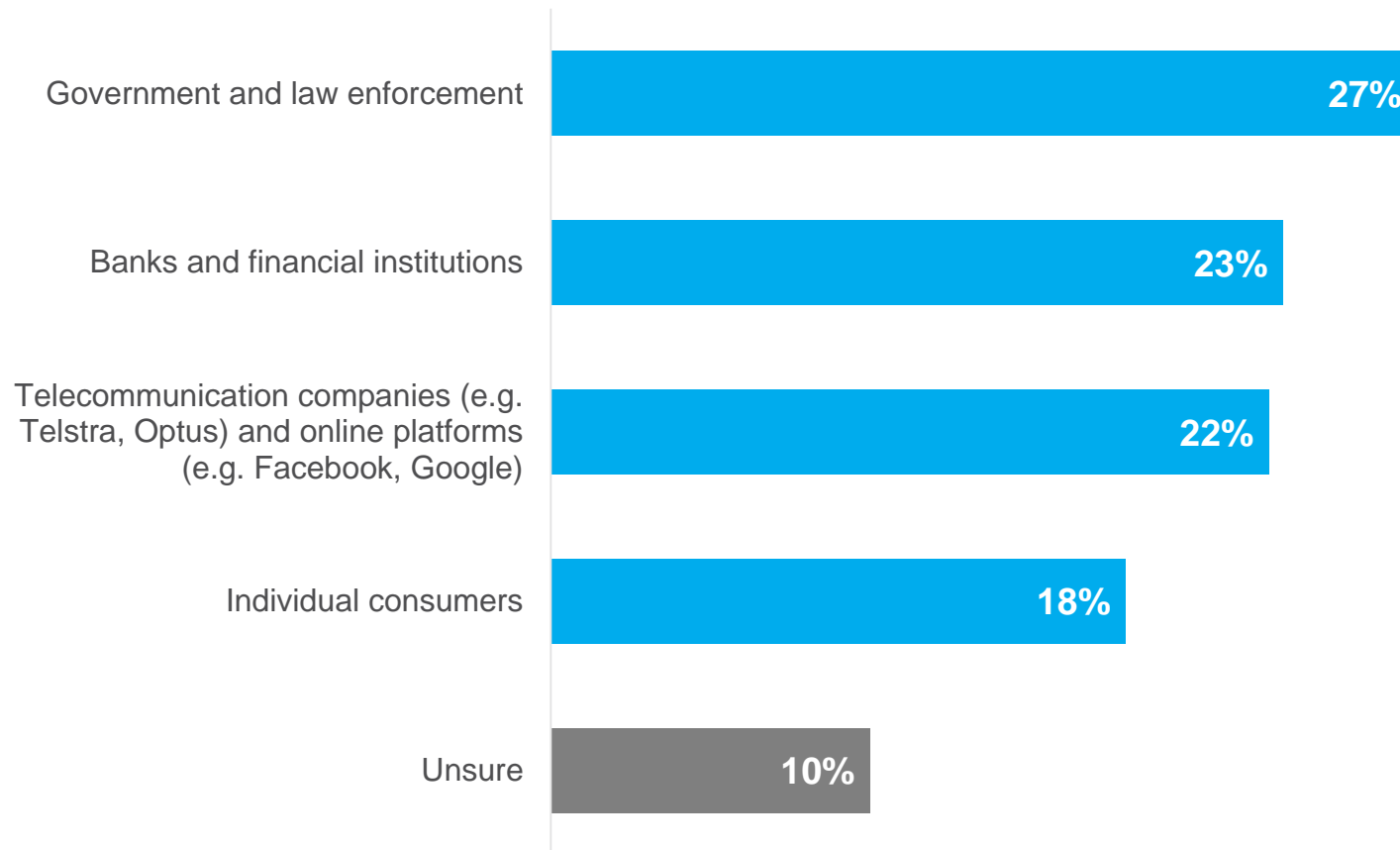
Q Online scams try to manipulate people into giving away their personal details, financial details, or money. A scam becomes financial fraud and a criminal offence when the scammer gets and uses someone’s personal details, financial details or money under false pretences, for their own gain.

Which ONE of the following is closest to your view about preventing online scams?



Most effective at preventing online scams

Q Who do you think is in the best position and could be the most effective at preventing online scams?



Attitudes to scam laws in Australia

Q To what extent do you agree or disagree with the following statements around scam laws in Australia?

■ Strongly agree
■ Somewhat agree
■ Neither agree, nor disagree
■ Somewhat disagree
■ Strongly disagree

If the law forced banks to reimburse scam victims, it would be a good incentive for banks to improve their technology to prevent scams (Total: Agree: 76%)



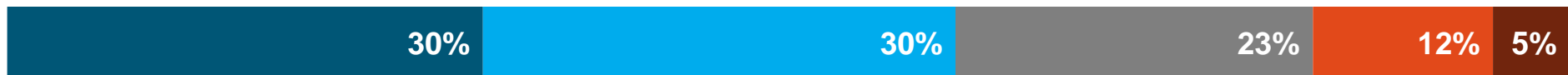
Australian law should require banks to refund scam victims if the bank hasn't kept their customers' money safe (Total: Agree: 75%)



It's the banks' job to keep customers' money safe, even if it is stolen as the result of a customer being tricked by an online scam (Total: Agree: 64%)



Australian law should require banks to refund all scam victims who have been manipulated into transferring their money online to a scammer (Total: Agree: 61%)



True / false statements

Q To what extent do you believe the following statements are true or false?

■ Definitely true
 ■ Probably true
 ■ Unsure
 ■ Probably false
 ■ Definitely false

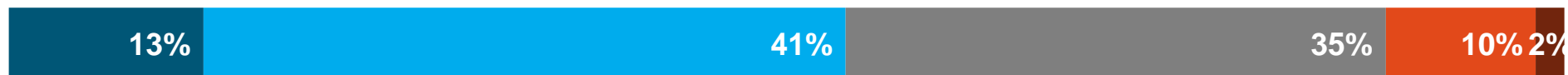
Online scams are getting more sophisticated and anyone could be a victim even if they are careful (Total: True: 88%)



There is an increasing number of people in Australia falling victim to successful scams (Total: True: 87%)



Australian banks currently only reimburse about 2-5% of the money that is stolen as a result of an online scam (Total: True: 54%)



Australia is on track for having the best anti-scam regulations in the world (Total: True: 32%)



Appendix: Household income definitions

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

Appendix: Financial circumstance definitions

Comfortable	I don't have to worry about paying bills, I have savings and enough to buy luxuries
Secure	I'm able to pay bills and usually have money spare for savings or buying luxuries
Struggling	I have to watch the budget to make sure there's enough money for all the bills
In serious difficulty	Being able to pay all the bills is a regular concern

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 1,000+ 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, education 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:

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.

