

Australians Support Using Biometrics to Verify Identities When Boarding Aircraft; But Not to Access Personalised Offers from Retailers

Australians Selective About Biometrics Used in Airports

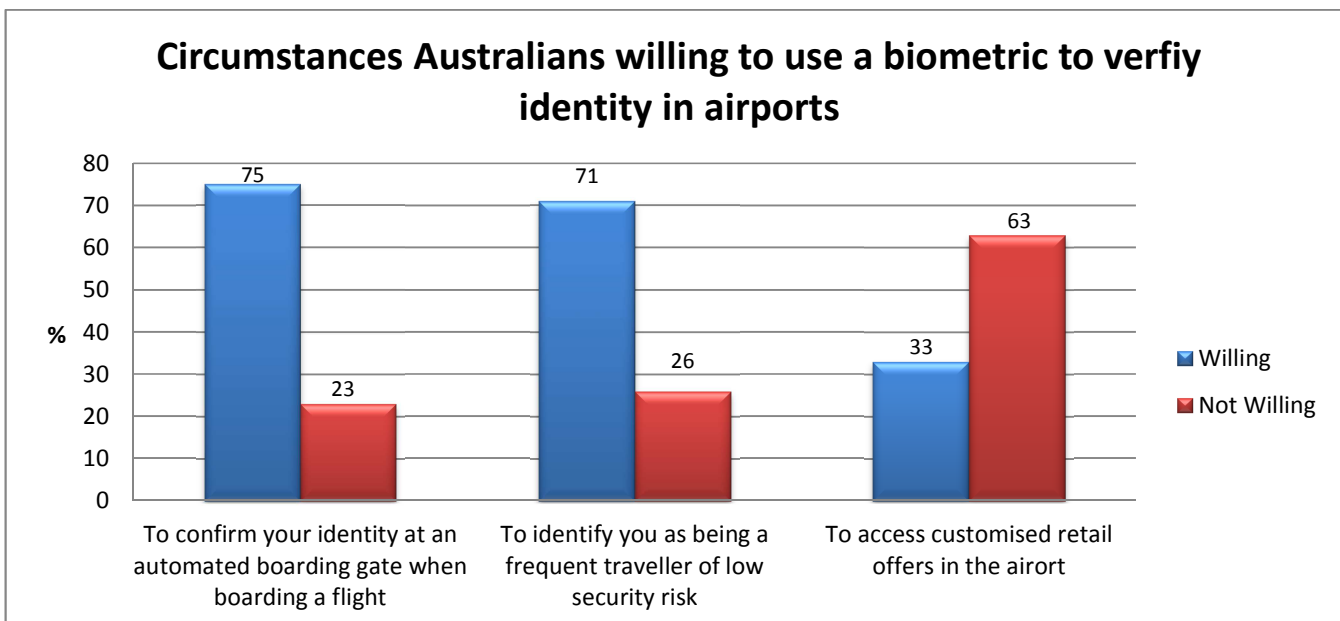
As part of the Unisys Security Index™, we regularly survey Australians on a range of security issues. This time we asked the Australian public about the use of biometrics within airports including for immigration processing, aircraft boarding and airport retail offers.

The research found Australians support extending biometrics-based security measures to include verifying passengers boarding aircraft, but don't support retailers using biometrics to make customised retail offers.

Three in four (75 percent) Australians said they are willing to provide biometric information such as a fingerprint or photograph so that an automated boarding gate can confirm their identities when they board a flight.

The survey also found 71 percent of Australians said that they would be willing to provide personal biometric data to prove their identities as frequent travellers of low security risk.

However, only 33 percent of Australians surveyed said they were willing to provide biometric information in order to access customised retail offers in the airport. And 63 percent said they were not willing to do so.



The findings suggest that while Australians are willing to give up some sensitive personal information in return for the convenience of faster processing through the airport, they are not willing for the same information to be used for the convenience of personalised retail offers. This may be because immigration and customs processing are mandatory and recognised as core security processes which already have systems and processes in place to protect personal data. Whereas retailers may not yet have earned that level of trust in their ability to protect data, or shopping convenience is simply not seen as a serious enough reason to give up personal biometric data. This issue will gain scrutiny as retailers make more use of big data analytics to collect, combine, interrogate and use information about their customers.

The results clearly demonstrate that Australians are discriminating when it comes to the use of personal biometric data and are wary if the use is not directly linked to a security related initiative in the nation's airports.

Unisys Security Index – Australia

In May 2014 the Australia Unisys Security Index stands at 106/300, down 23 points from the previous survey in May 2013. It is the lowest index since the research was first conducted in Australia in 2006.

Index results for each area of concern are:

- National Security Index – 97
- Financial Security Index – 117
- Internet Security Index – 100
- Personal Security Index – 109

About Unisys Security Index

Unisys Security Index is a global study conducted to gauge the attitudes of consumers on a wide-range of security-related issues. Launched globally in October 2007 and conducted bi-annually, it provides a statistically robust measure of concern around four areas of security – National, Financial, Internet and Personal.

Conducted in Australia by market research firm Newspoll the Unisys Security Index provides a regular, statistically robust measure gauging levels of concern about various aspects of security.

The survey, on which the latest results are based, was conducted nationally 14–19 March 2014 by Newspoll using a nationally representative sample of 1,201 respondents aged 18 years and over. All results have been post-weighted to Australian Bureau of Statistics data.

Globally the study consists of native-language surveys across twelve countries – Australia, Brazil, Colombia, France, Germany, Malaysia, Mexico, the Netherlands, New Zealand, Spain, the United Kingdom and the United States – and provides an overall rating out of 300.

For more information, please visit: www.unisyssecurityindex.com.au

Respondents were asked:

In which of the following circumstances would you be willing to provide biometric information such as a fingerprint or photograph in advance so that you could access the following services within an airport? (select all that apply)

- So that an automated boarding gate can confirm your identity when you board a flight
- To identify you as being a frequent traveller of low security risk
- To access customised retail offers in the airport

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