

# GENERALI GLOBAL ASSISTANCE CYBER & DIGITAL PROTECTION SURVEY

Results summary

February 2019



# Research scope & methodology



## 9 countries investigated

USA, ITALY, FRANCE, SPAIN, SWITZERLAND,  
AUSTRIA, HUNGARY, CZECH REPUBLIC and ROMANIA



## 800 consumers (25-75 y.o.) surveyed per country



## Online questionnaire – 40 questions (~15 min.)



## Field study conducted in December 2018

# Content

1. **AWARENESS OF CYBER RISKS**
2. **WORRIES CONCERNING ONLINE ACTIVITIES**
3. **PROTECTION STRATEGIES**
4. **INTEREST FOR IDENTITY PROTECTION SOLUTIONS**

# Cybercrime is growing



**26%** people who know someone who's been victim of a cybercrime



**37%**  
Suspicious  
email



**30%**  
Credit card  
info theft



**26%**  
Virus /  
malware



**22%**  
ID theft

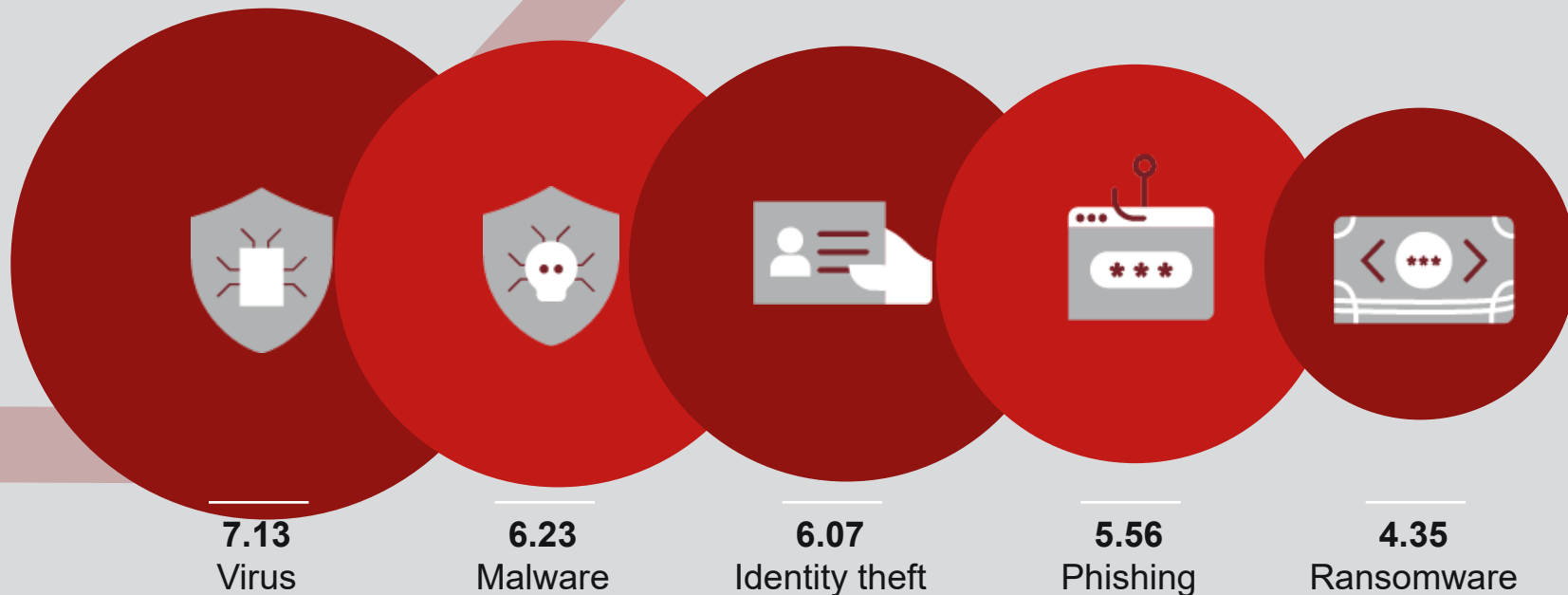
**50%**

Attack which happened  
in the past 12 months

**82%**

Consider a cyber attack  
as very stressful

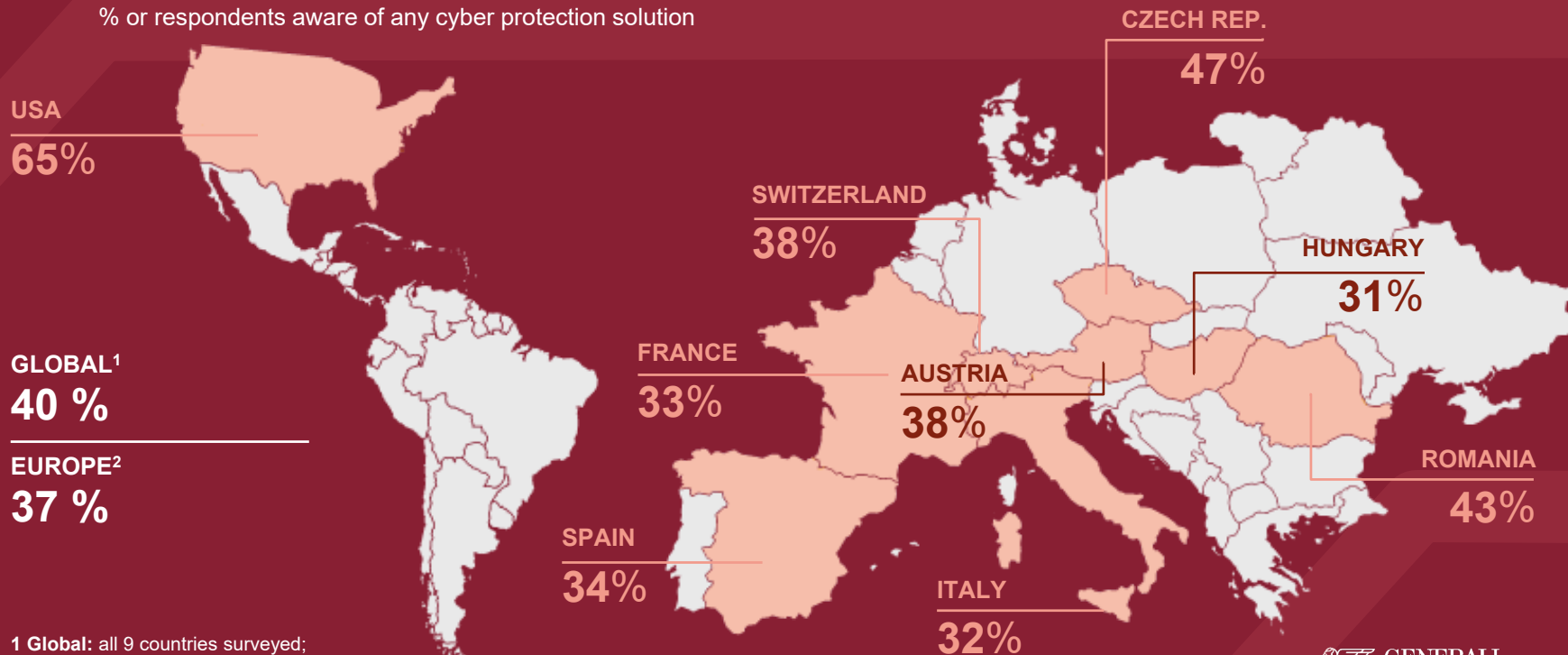
# People tend to be quite familiar with major cyber risks



Mean on a 0-10 scale (0:=Not at all familiar; 10=Very familiar)

# Awareness of cyber protection solutions is still limited (apart from the US)

% or respondents aware of any cyber protection solution



1 Global: all 9 countries surveyed;

2 Europe: all countries surveyed except the USA

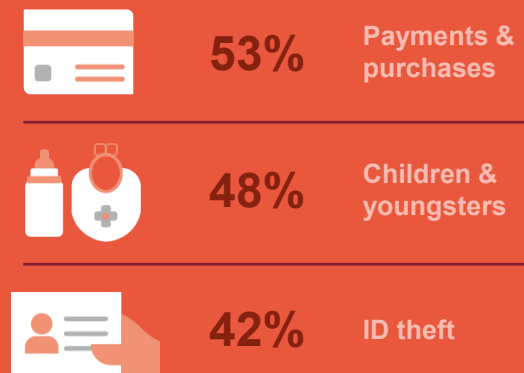
# Worries regarding online activities are however significant

## Potential worries



Mean on a 0-10 scale (0:=Not at all familiar; 10=Very familiar)

## Worries concerning online activities



Top 3 major types of concerns –  
% of respondents worried about  
each concern

# People feel unsecure about the data they share online

**44%**

Don't feel they have control over what information people can access about themselves online

**31%**

Feel very exposed to cybercrime & ID theft

**28%**

Consider themselves likely to being victim of cyber attack

## Exposure to cybercrime & ID theft

% of respondents feeling exposed for...



**38%** My children



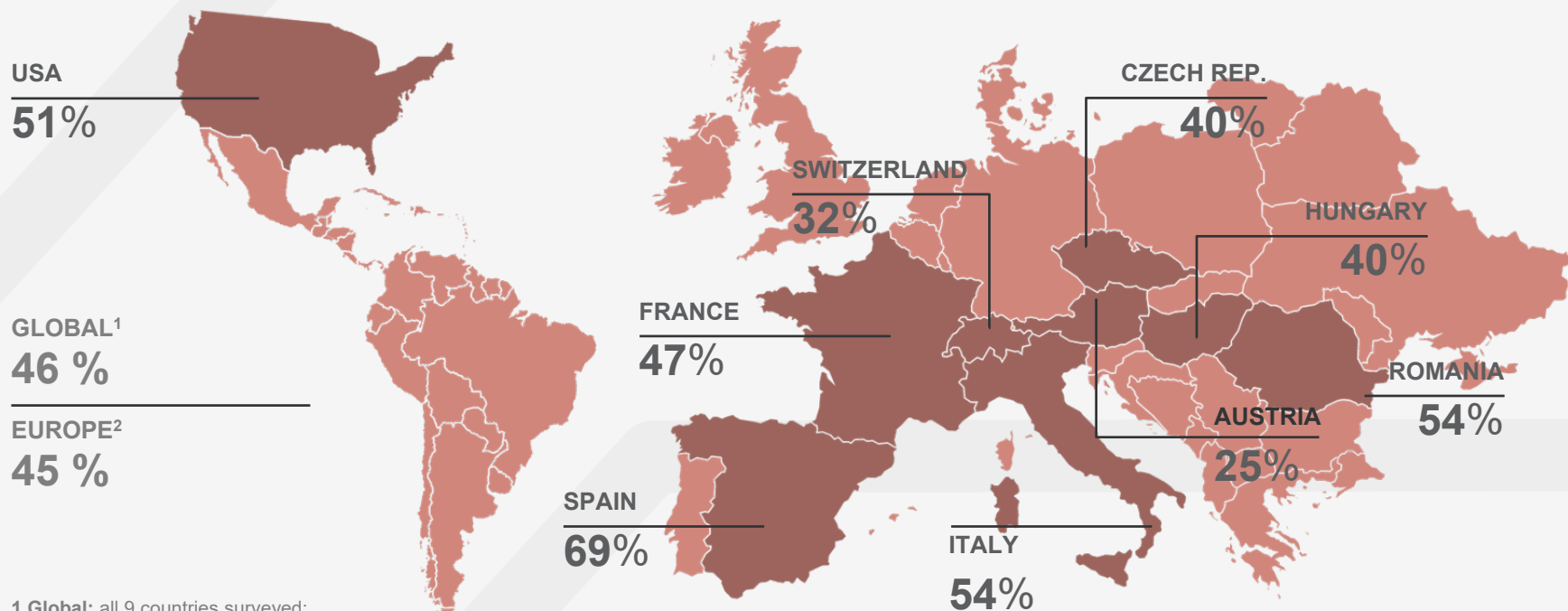
**31%** My elderly parents



**38%** Myself

# Cybercrime has now become a global concern

% of respondents worried about cybercrime



1 Global: all 9 countries surveyed;

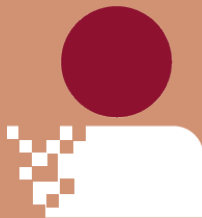
2 Europe: all countries surveyed except the USA

# People's protection means are not sufficient



28%

Seldom / never  
change  
password



45%

Wouldn't know how to  
fix their situation if their  
personal data was  
compromised



88%



52%



50%

Have  
anti-virus /  
anti-malware

# People show strong interest for Cyber and Digital Protection Service



48%

believe companies and institutions are not doing enough to protect their personal information

55%

have a very positive opinion of cyber and digital protection service

48%

find such service very interesting

# Alerting & 24/7 assistances are preferred features of the service

PREVENTION

**47%**



MONITORING

**45%**



**57%**

ALERTING



**54%**

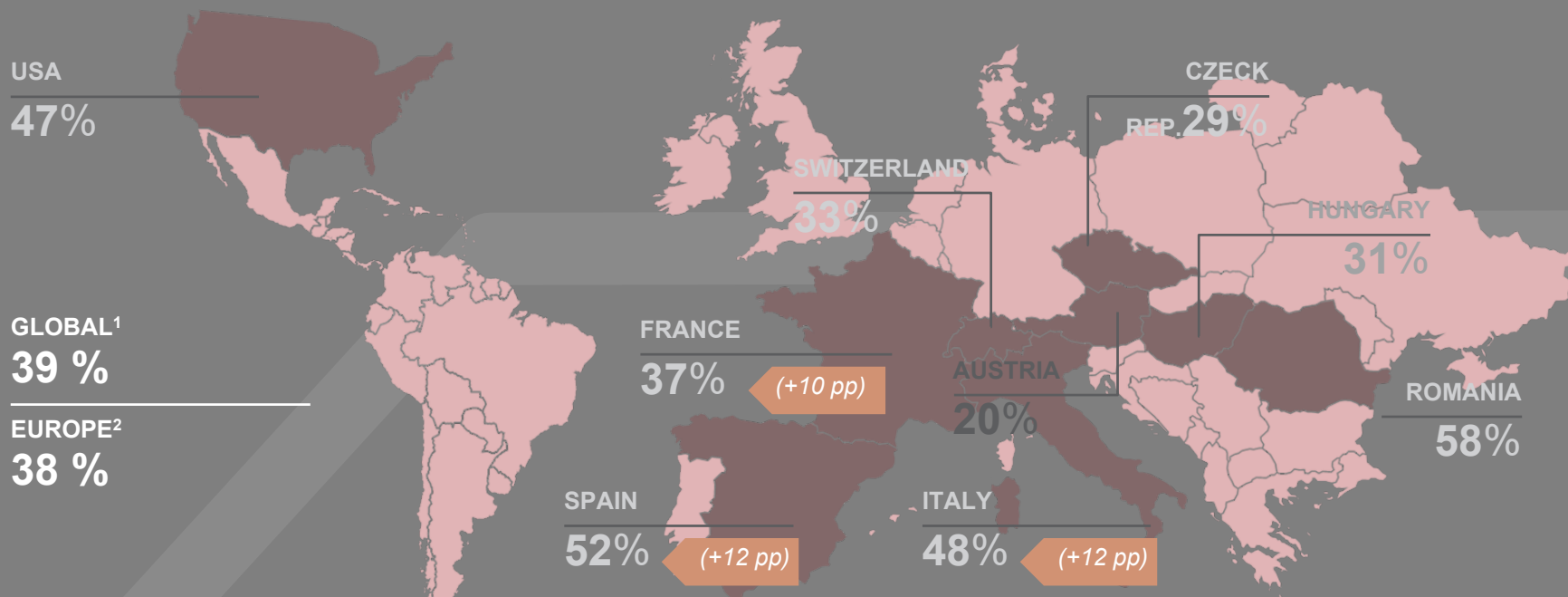
24/7 ASSISTANCE



% of respondents being interested in feature

# Intention to buy the service is quite high

After reading the full description of the service – *compared results from 2017 survey for France, Spain & Italy*



1 Global: all 9 countries surveyed;

2 Europe: all countries surveyed except the USA

# Financial institutions are credible partners to provide Cyber and Digital Protection Service



**67%** consider financial institutions credible to distribute a cyber & digital protection service



**74%**

Software companies



**72%**

Bank



**66%**

Credit card provider



**63%**

Insurance company



**47%**

The Government

## Willingness to pay for the service

**44%**



Less than 5€/month

**48%**



Between 5€ & 10€/month

**8%**



Between 10€ & 15€/month

% of respondents considering company or institution as credible to offer the service

# Thank You.

