


How familiar are you with cyber risk?

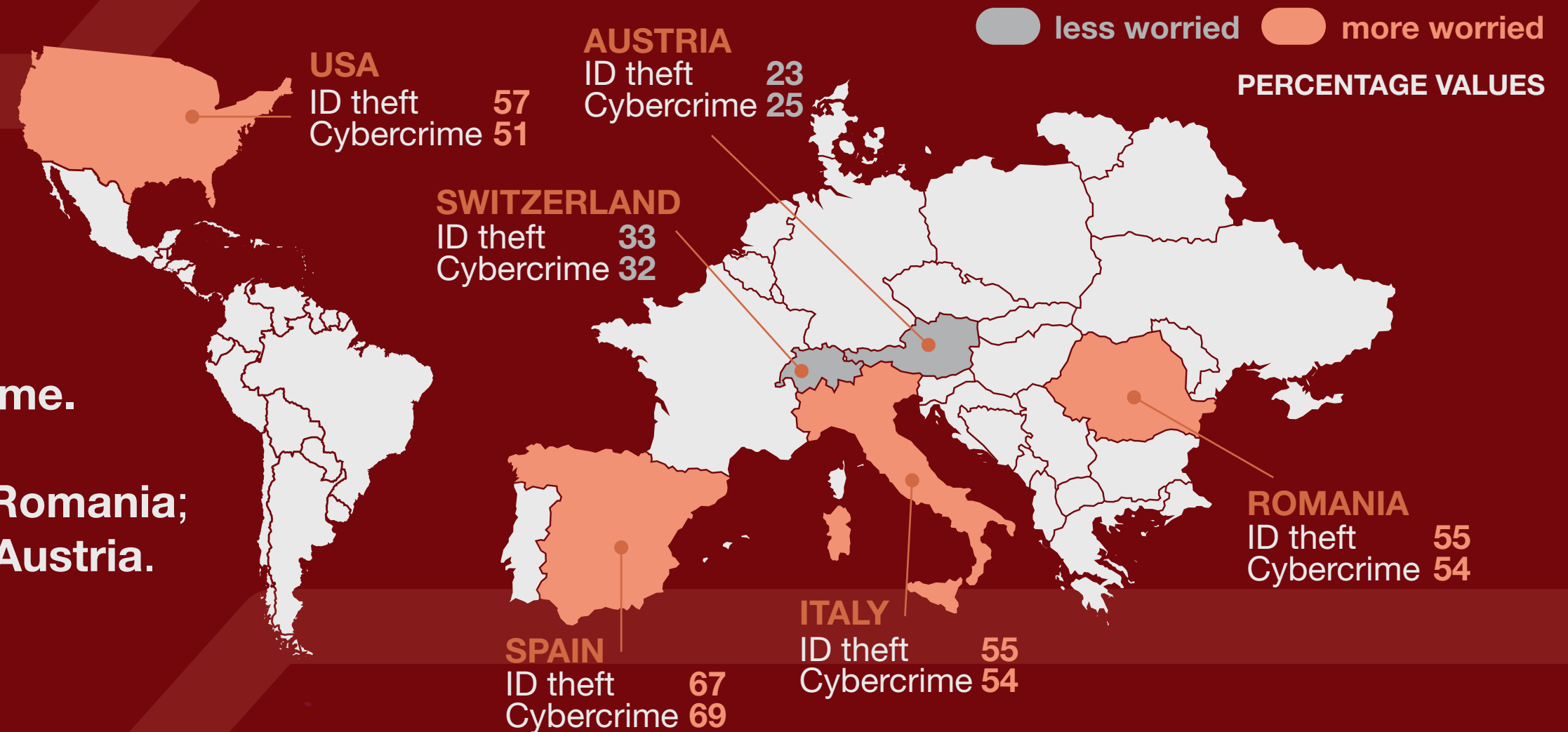


CYBER & DIGITAL RISK

Are you afraid you'll be the victim of cyber crimes like identity theft?

 +45%

fear becoming victims of **identity theft** and **cyber crime**. People are most concerned in **Spain, the US, Italy** and **Romania**; less so in **Switzerland** and **Austria**.

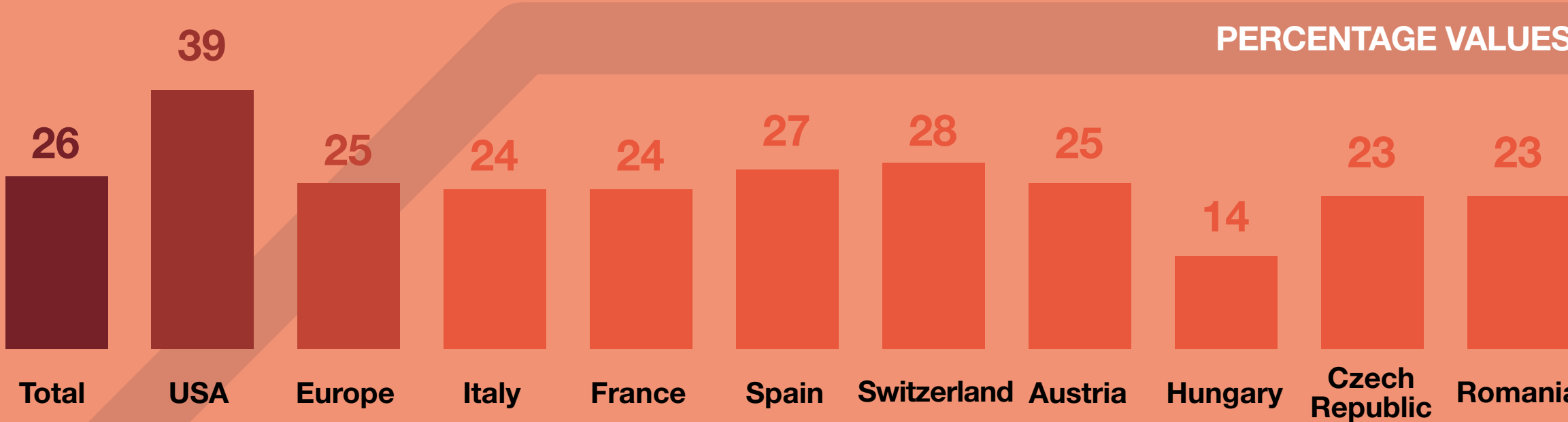
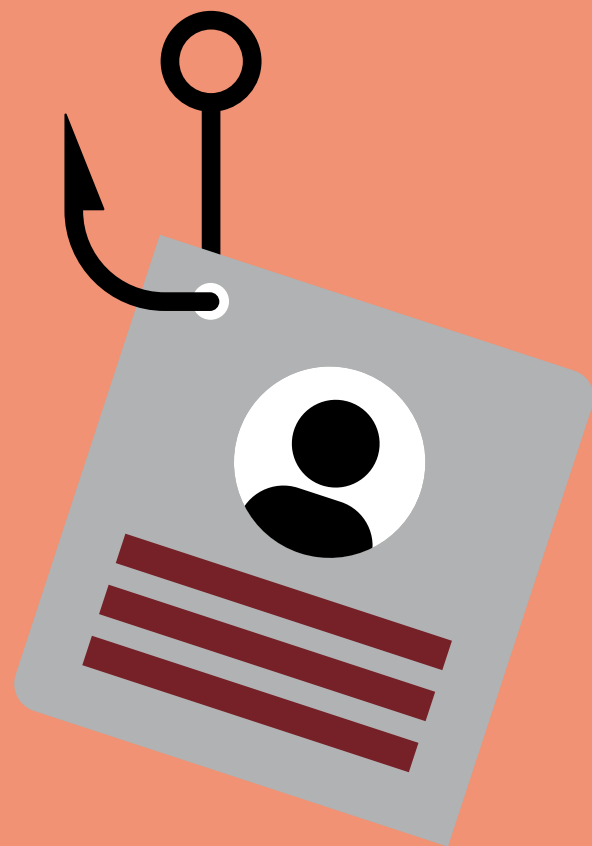


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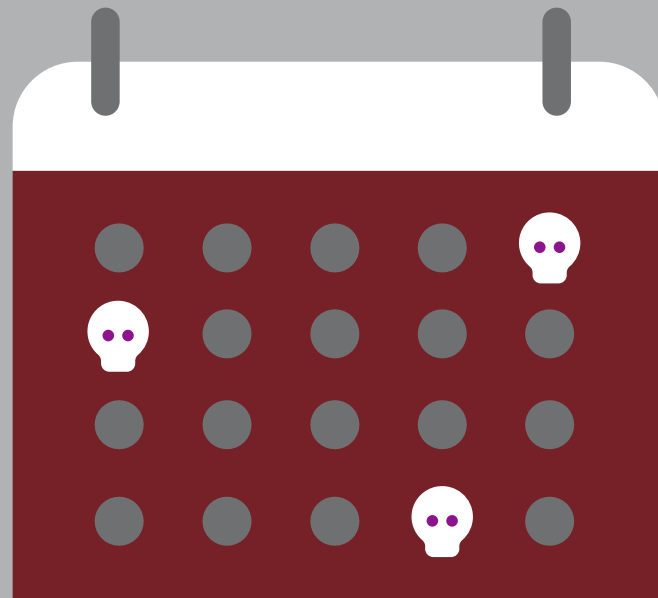
Do you know someone who has been the victim of a cyber attack?

The percentage of people who know someone whose personal data has been hacked is higher in the **USA** (39%) than in **Europe** (25%).



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How recently were you or someone you know the victim of a cyber crime?



+51%

suffered an attack
on personal data
within the past year.



Spain
+60%

Attacks were particularly
prevalent in **Spain** (60%)



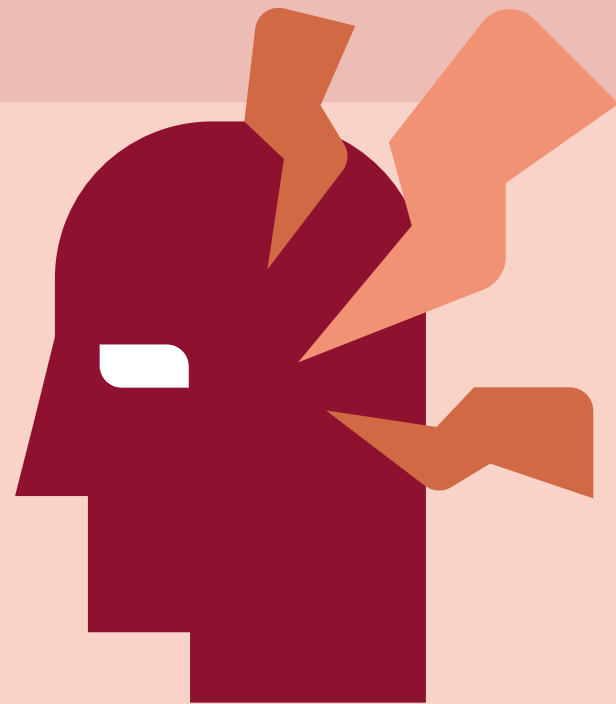
Hungary
+43%

and less common
in **Hungary** (43%)

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In your experience, how stressful was the attack on your personal data?



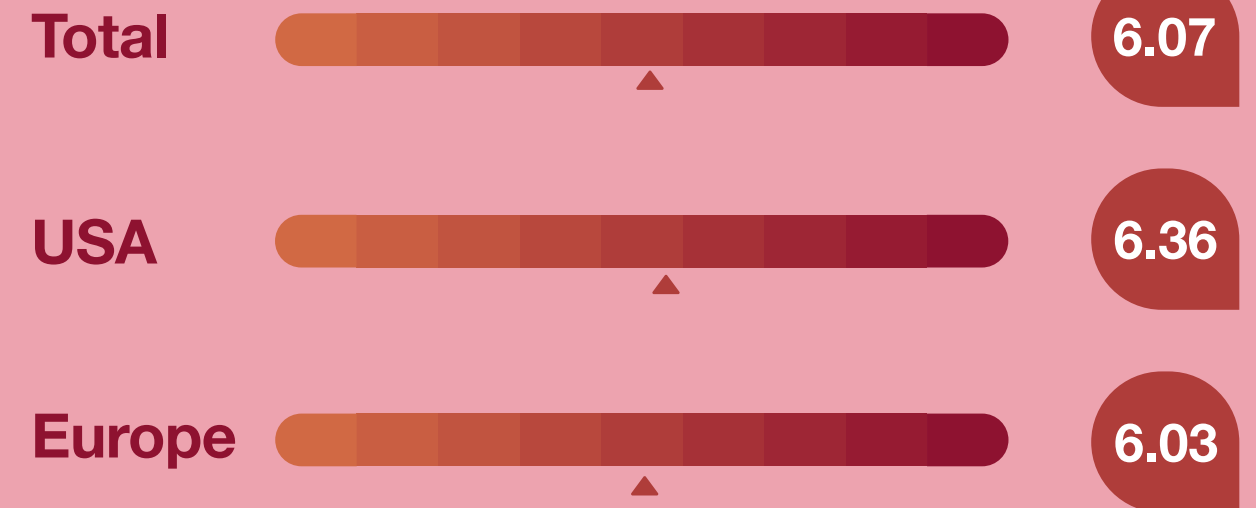
Perceived levels of stress were highest in **Hungary** (71%), **Romania** and the **US** (64%) and **Spain** (55%); lower in **Switzerland** (39%) and **Austria** (36%).



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Would you be interested in our cyber protection service?



Interest levels are more than acceptable in **Spain, Romania, Italy** and the **US**, dropping below 40% only in **Switzerland** and **Austria**.

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Agreement with statements about safety of personal information


0= strongly disagree strongly agree = 10



I trust my bank
or credit card
company to keep
my information safe

7.10



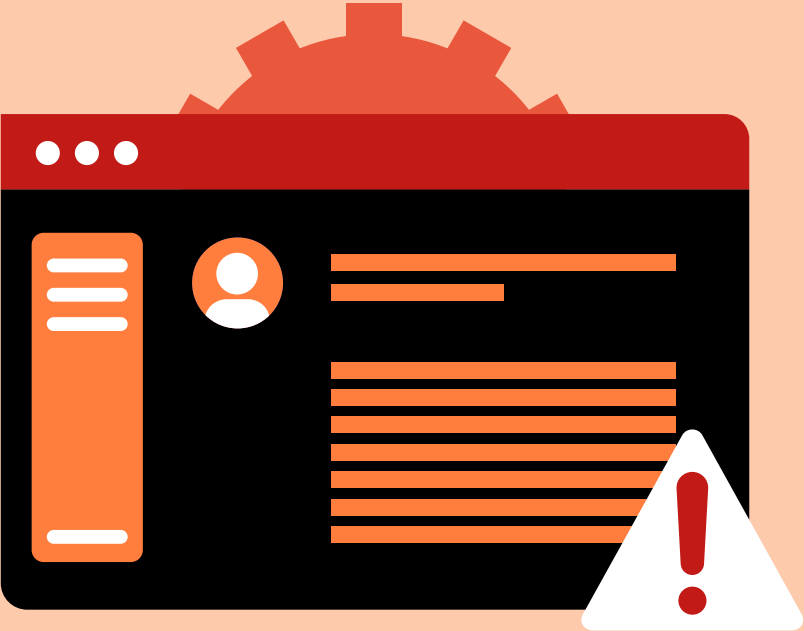
To feel truly protected
from identity thieves
and cybercriminals, I'd need
the help of a trained expert

6.14

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What kind of cyber attack have you experienced?



In **Europe**, “suspicious email” is the most common cyber attack. In the **US**, “credit card information theft,” followed by “identity theft.”



0= less

more = 100

PERCENTAGE VALUES		Total	USA	Europe
	Suspicious email	37	19	40
	Credit card information theft	30	50	26
	Virus / Malware	26	12	28
	Identity theft	22	37	19

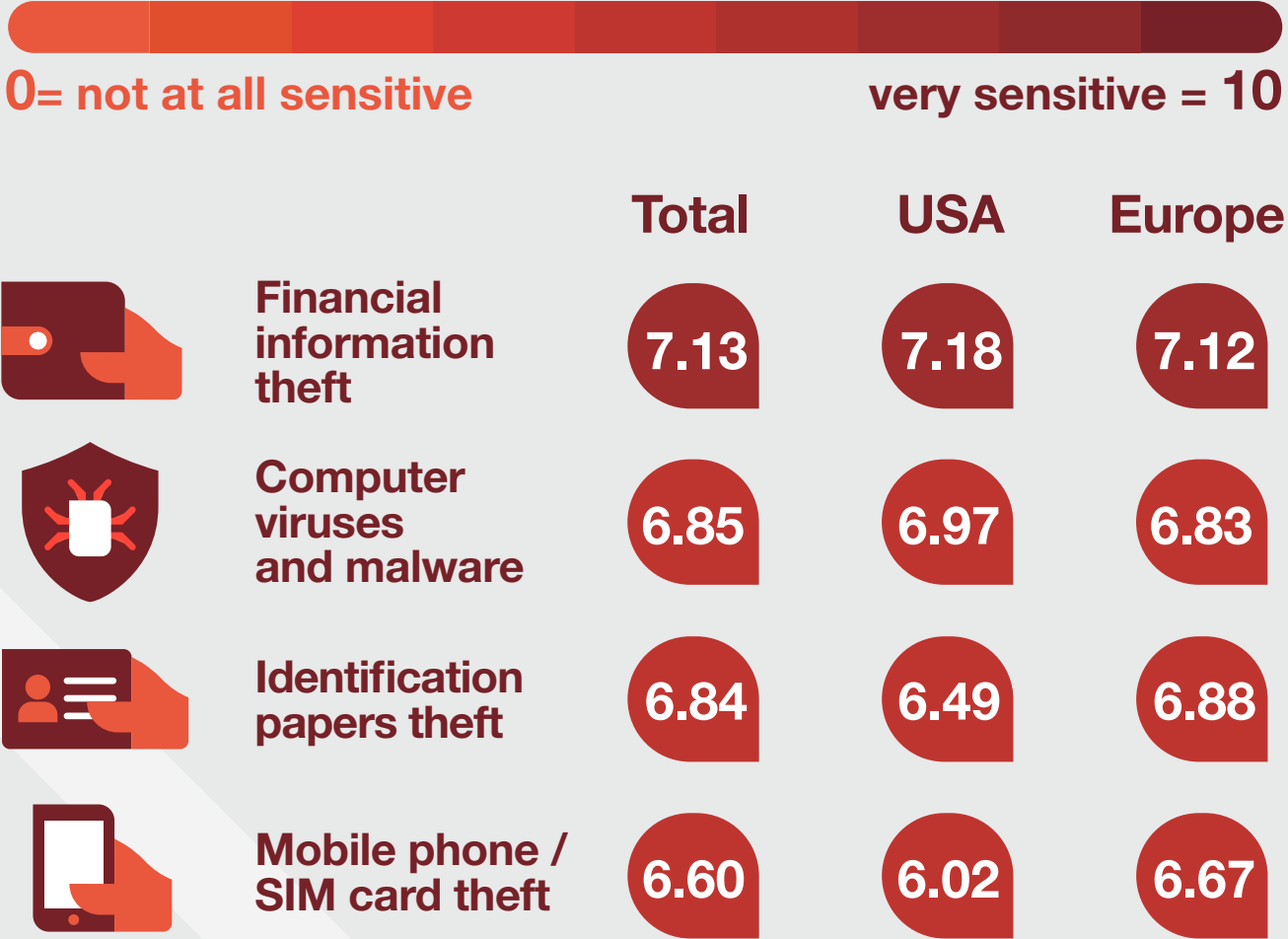
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What kind of cyber theft do you feel is most risk sensitive?



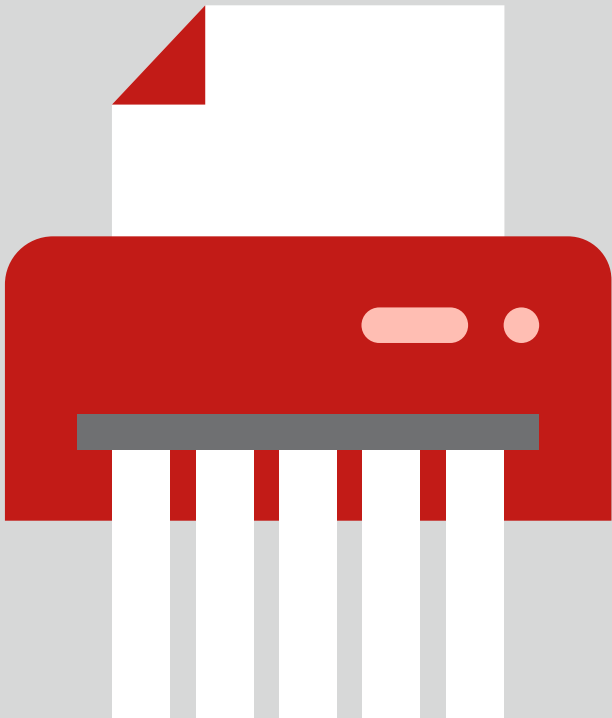
In **Europe** and the **US** theft of “financial information,” “identification papers,” and/or “virus/malware” are considered the most risk-sensitive cyber threats. “Email privacy” is also important to Americans.



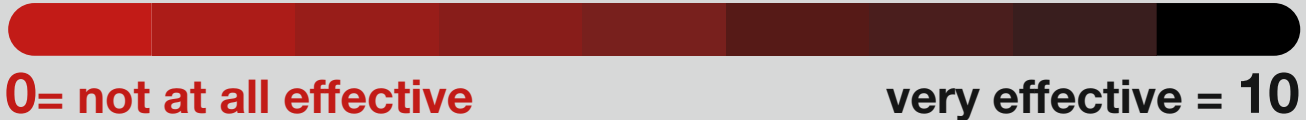
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What do you feel is the most effective means of protection you have against cyber crime?



People generally believe anti-virus and anti-malware software, reinforced authentication, paper shredding and secure browsing are the best means available for protecting against cyber crime. In the **US**, paper shredding is considered the most effective.



		Total	USA	Europe
	Reinforced authentication means	7.05	7.07	7.05
	Anti-virus / anti-malware	7.03	7.23	7.01
	Paper shredding	6.95	7.46	6.88
	Secure browsing	6.86	7.10	6.83