

EUROPE 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

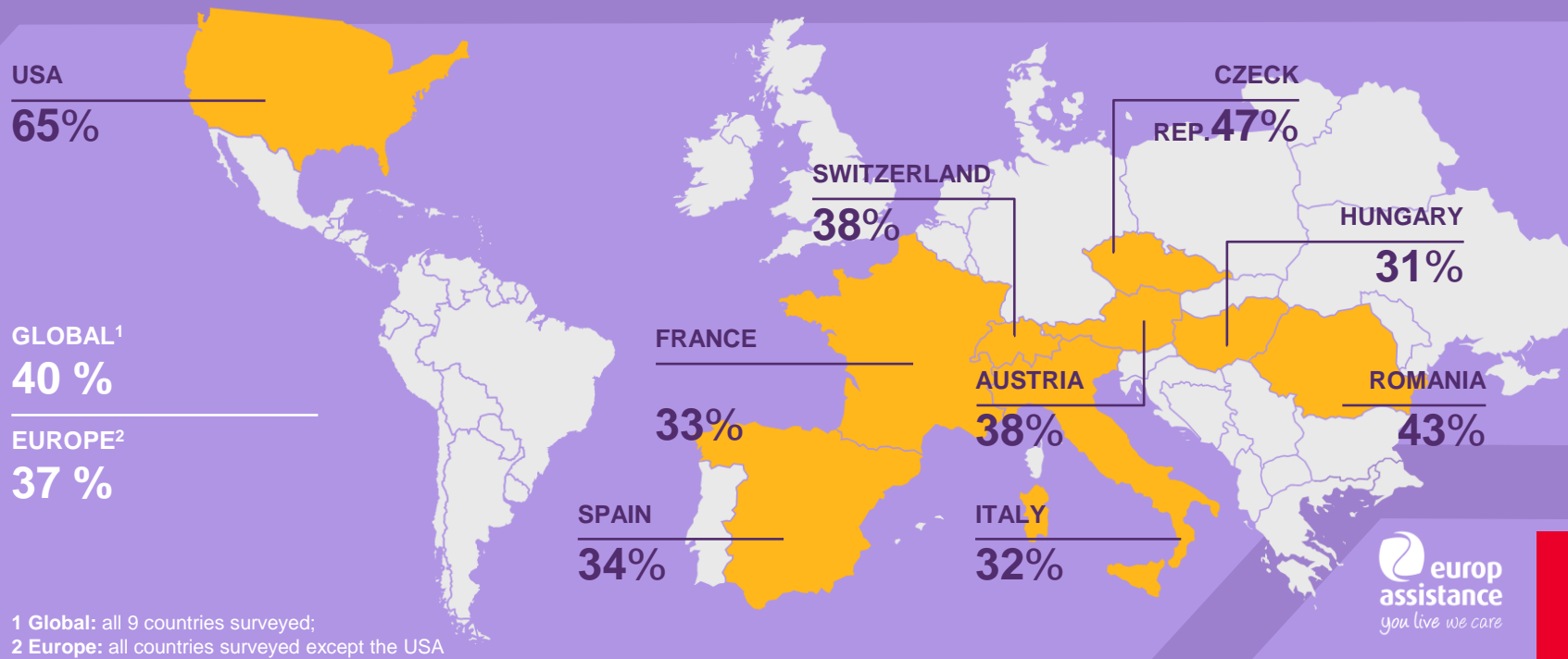
People tend to be quite familiar with major cyber risks



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)

% of respondents aware of any cyber protection solution



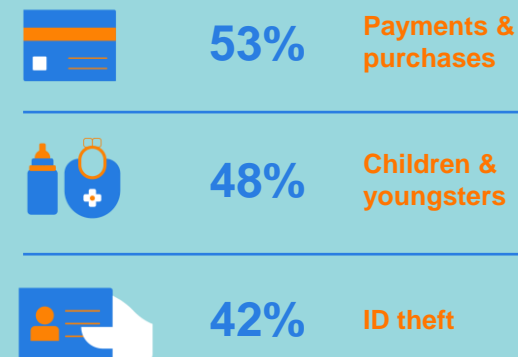
Worries regarding online activities are however significant

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



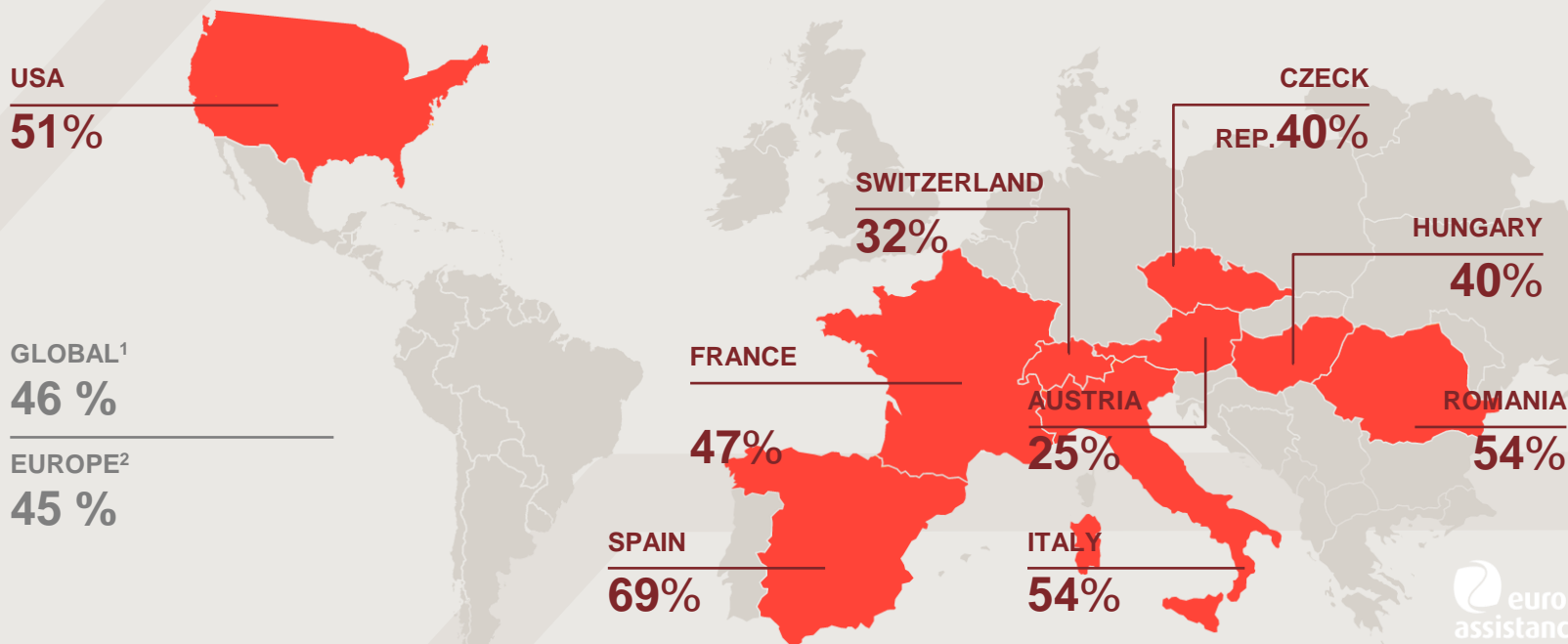
31% My elderly parents



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



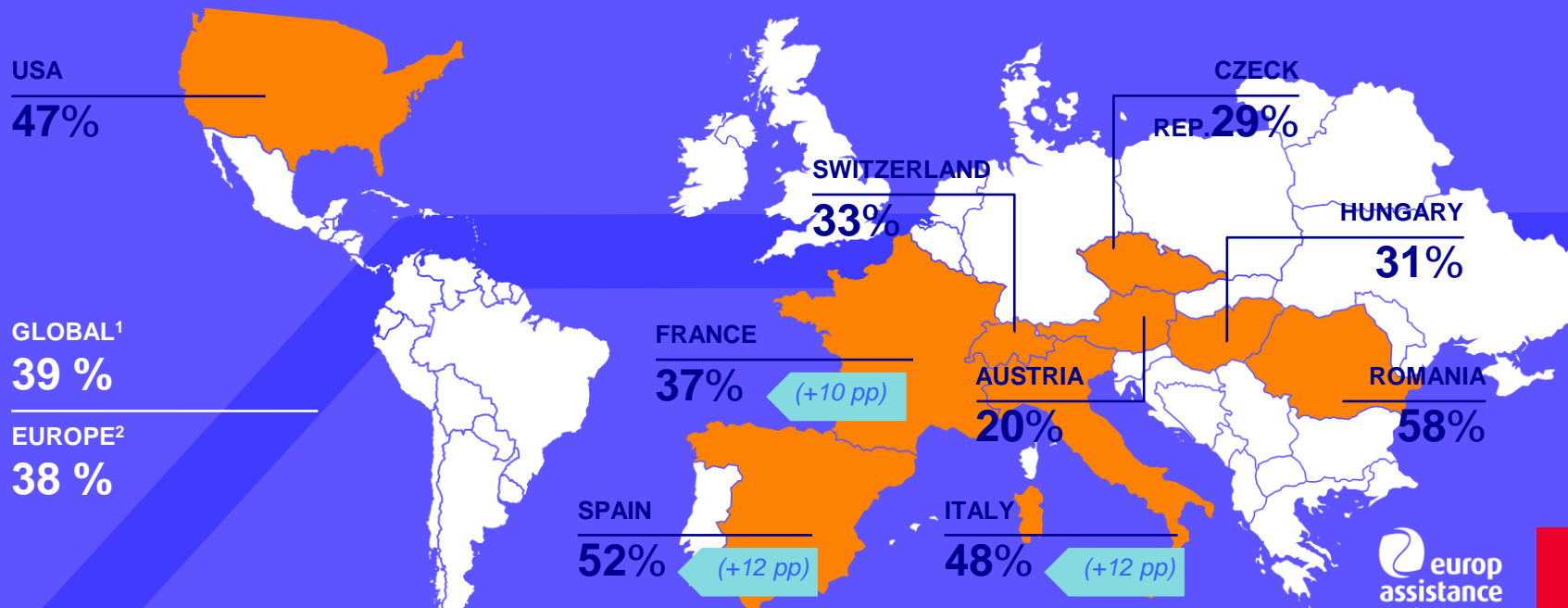
54%

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

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