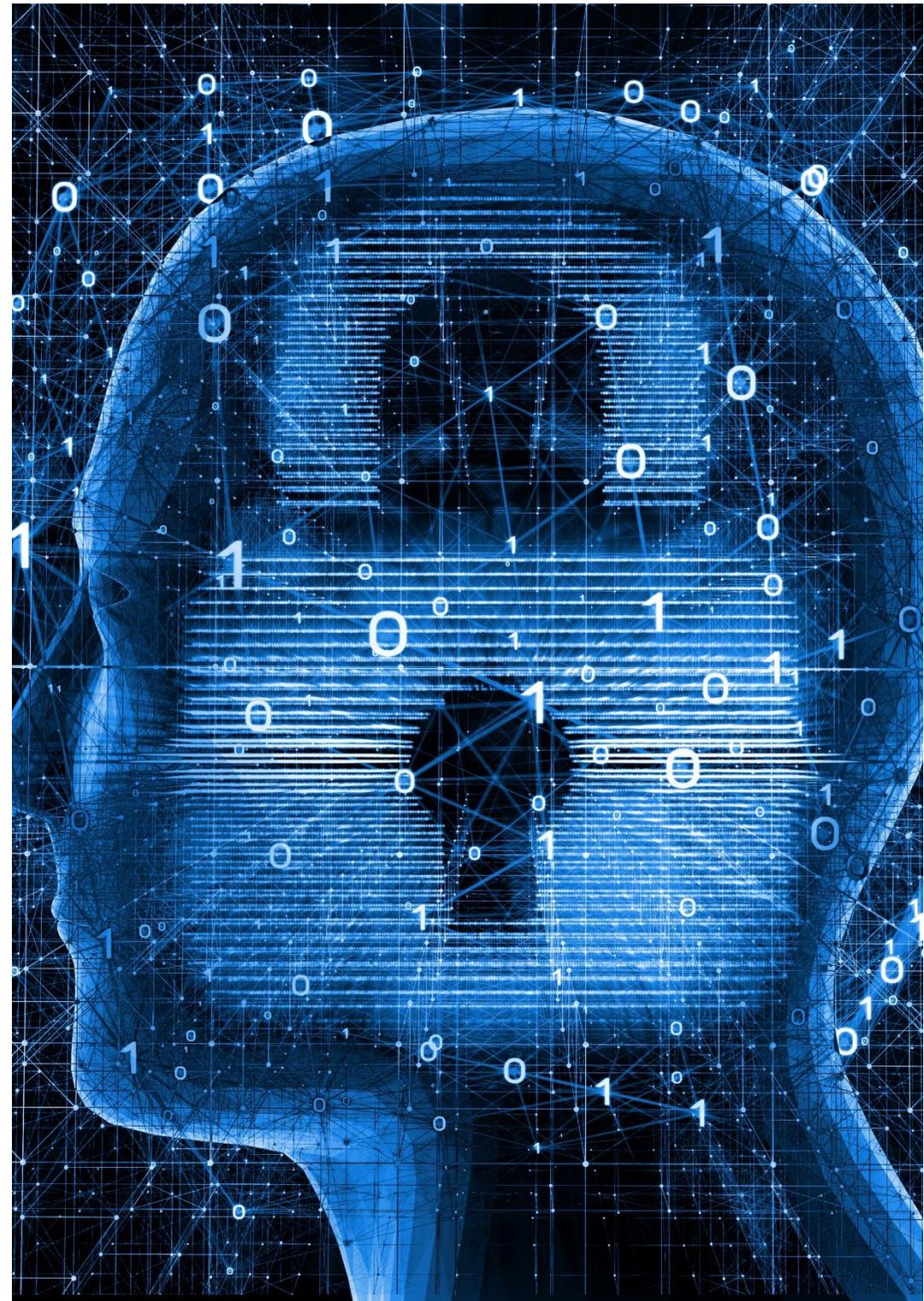


UK Cyber Survey

Key findings – General public

April 2019



Introduction

Background

- Quantitative findings from a study of UK individuals to measure and understand **awareness** and **attitudes** towards cyber security, and related **behaviours**.
- The findings are part of a wider research project to provide insight to inform HM Government's approach to encourage **positive behaviour** amongst the public in protecting themselves against cyber threats.

Method

- 1,350 telephone interviews with general public aged 16+
- 12 November 2018 - 9 January 2019
- Quotas set and data weighted to represent UK population

Summary



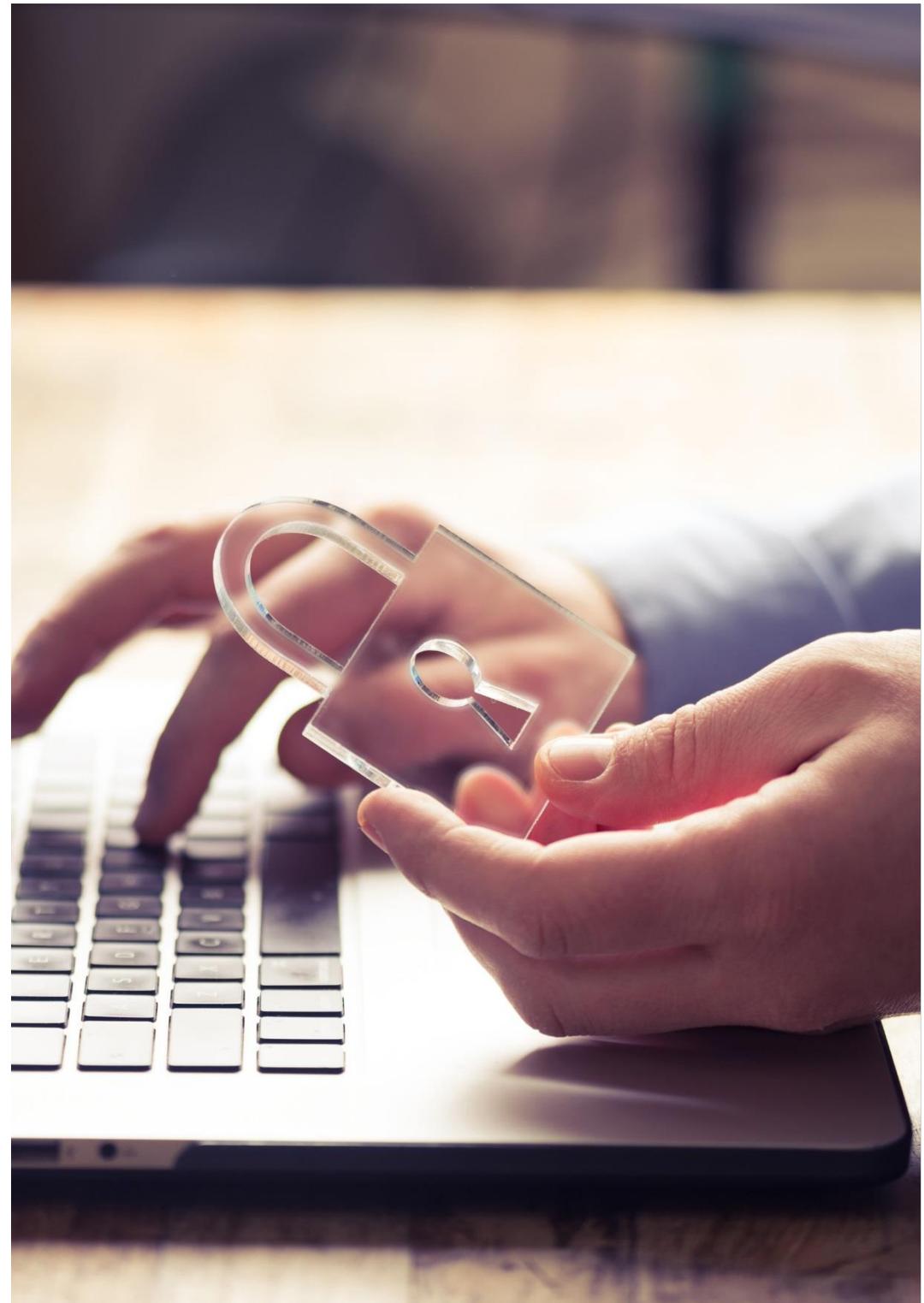
Summary of key findings

- Only **15%** say they know a **great deal** about how to protect themselves online. Younger and more affluent respondents are more aware and more likely to take protective actions.
- Almost half (46%) agree most information about how to be secure online is **confusing**.
- 80% say cyber security is a **high priority**, though this does not mean they take action; some groups most likely to say it is a priority are least likely to take protective action.
- Prevalence of always/often **taking protective behaviours** ranges from 21% saving passwords using a password manager, to 75% who use password/passcode/PIN to unlock devices.
- The most prevalent **online security considerations** are *protecting privacy* and *avoiding money being stolen* (52% and 51% respectively, thinking about these 'a lot' when online).
- 70% believe they will **likely be a victim** of at least one specific type of cyber crime over the next two years, and most feel there would be a big personal impact.
- Just over one in three (37%) agree that losing money or personal details over the internet is **unavoidable** these days.
- One in three (34%) **rely to some extent on friends/family** for help on cyber security; older people aged 65+ are particularly reliant.

Engagement and capability



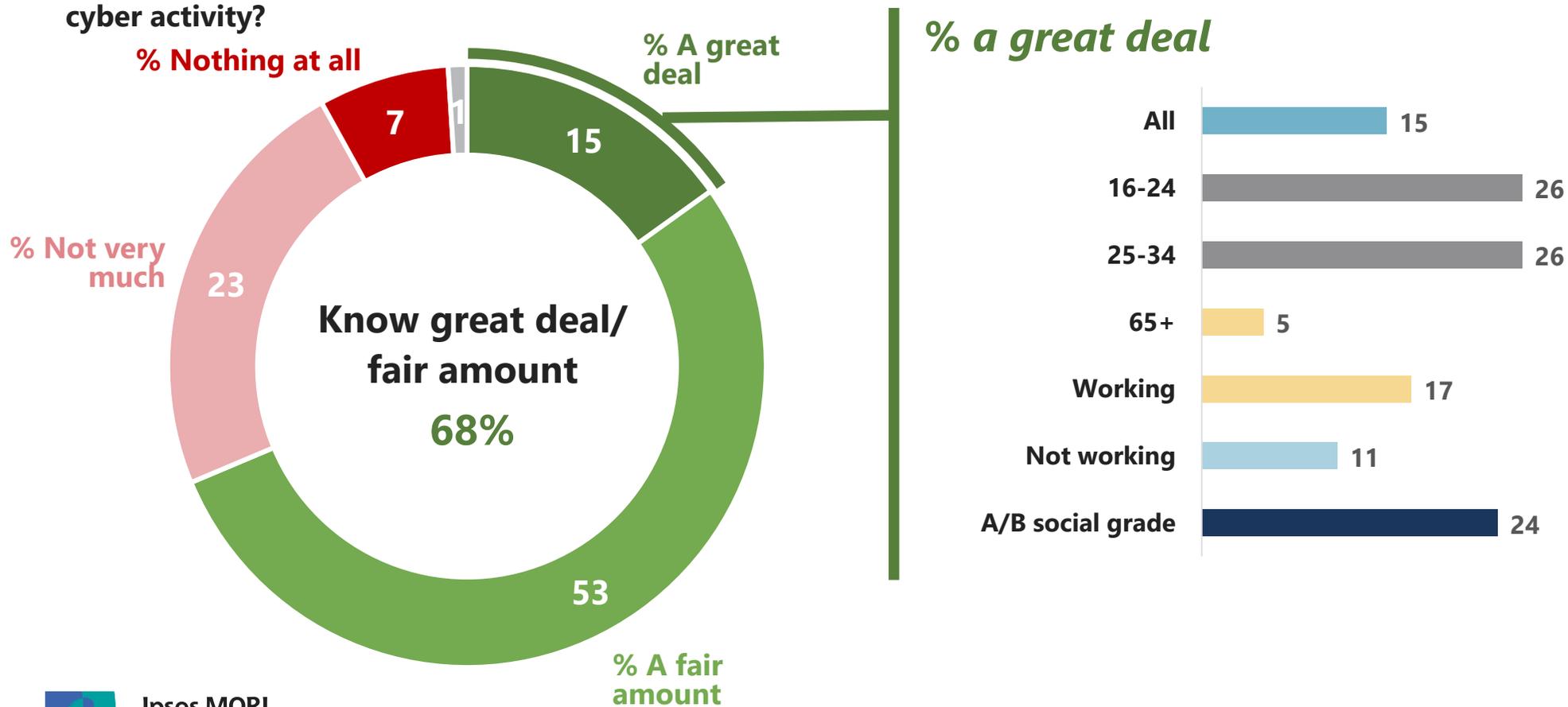
Ipsos MORI
Social Research Institute



Only 15% say they know a great deal about how to protect themselves online, which relates to current protective behaviours. The lack of awareness is particularly prominent amongst older people.

Two-thirds say they know at least a fair amount about how to protect themselves from harmful cyber activity (68%), but only 15% know a 'great deal'. Older and less affluent respondents are less likely to say they know how to protect themselves and are subsequently also less likely to take action currently.

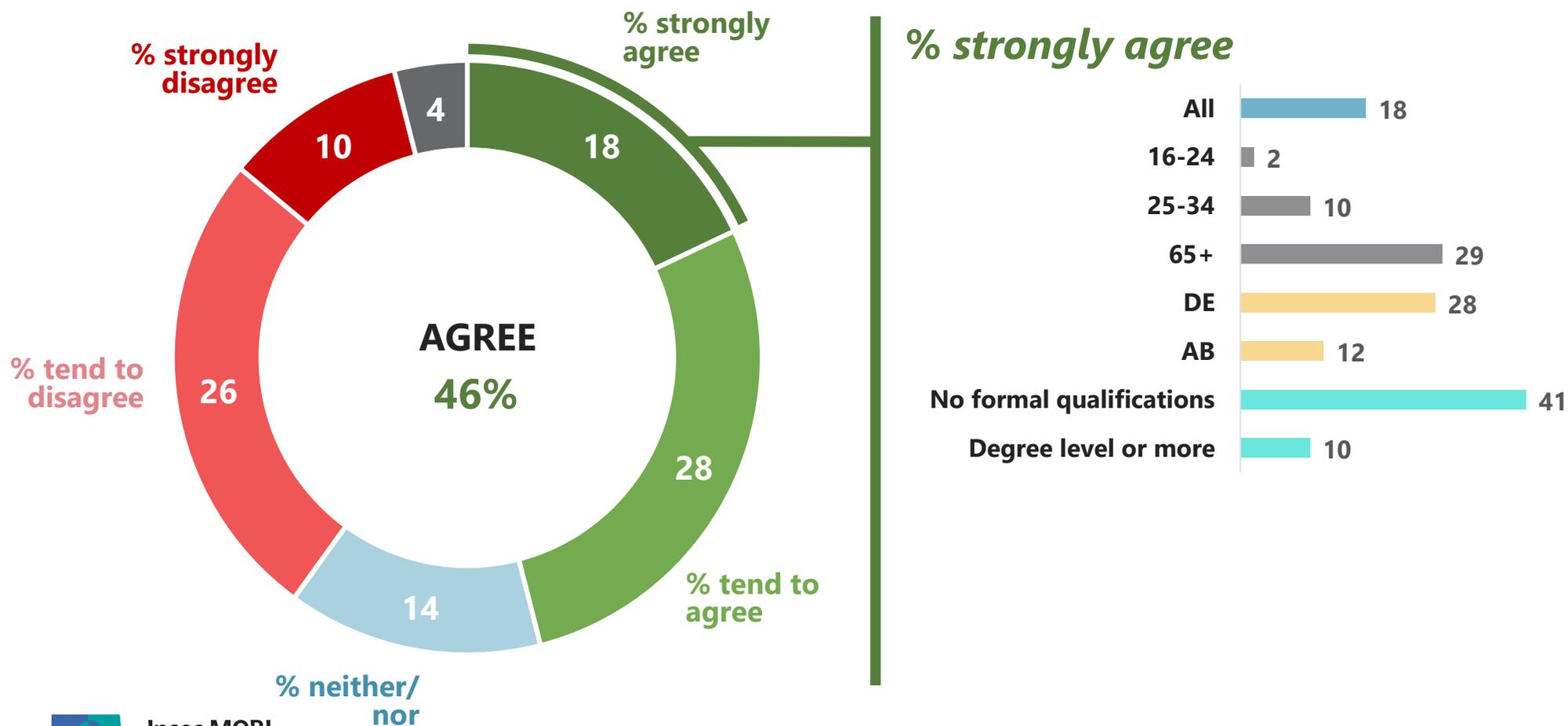
Q. Overall, how much, if anything, would you say you know about how best to protect yourself from harmful cyber activity?



Almost half (46%) agree that most information about how to be secure online is confusing, though this falls to 18% who agree strongly.

Confusion is likely more a reflection of general lack of awareness, rather than driven by specific contradictions in messaging/advice, though clarity of advice is still clearly essential moving forwards.

Q. To what extent, if at all, do you agree or disagree ... Most information on how to be secure online is confusing



Ipsos MORI

Social Research Institute

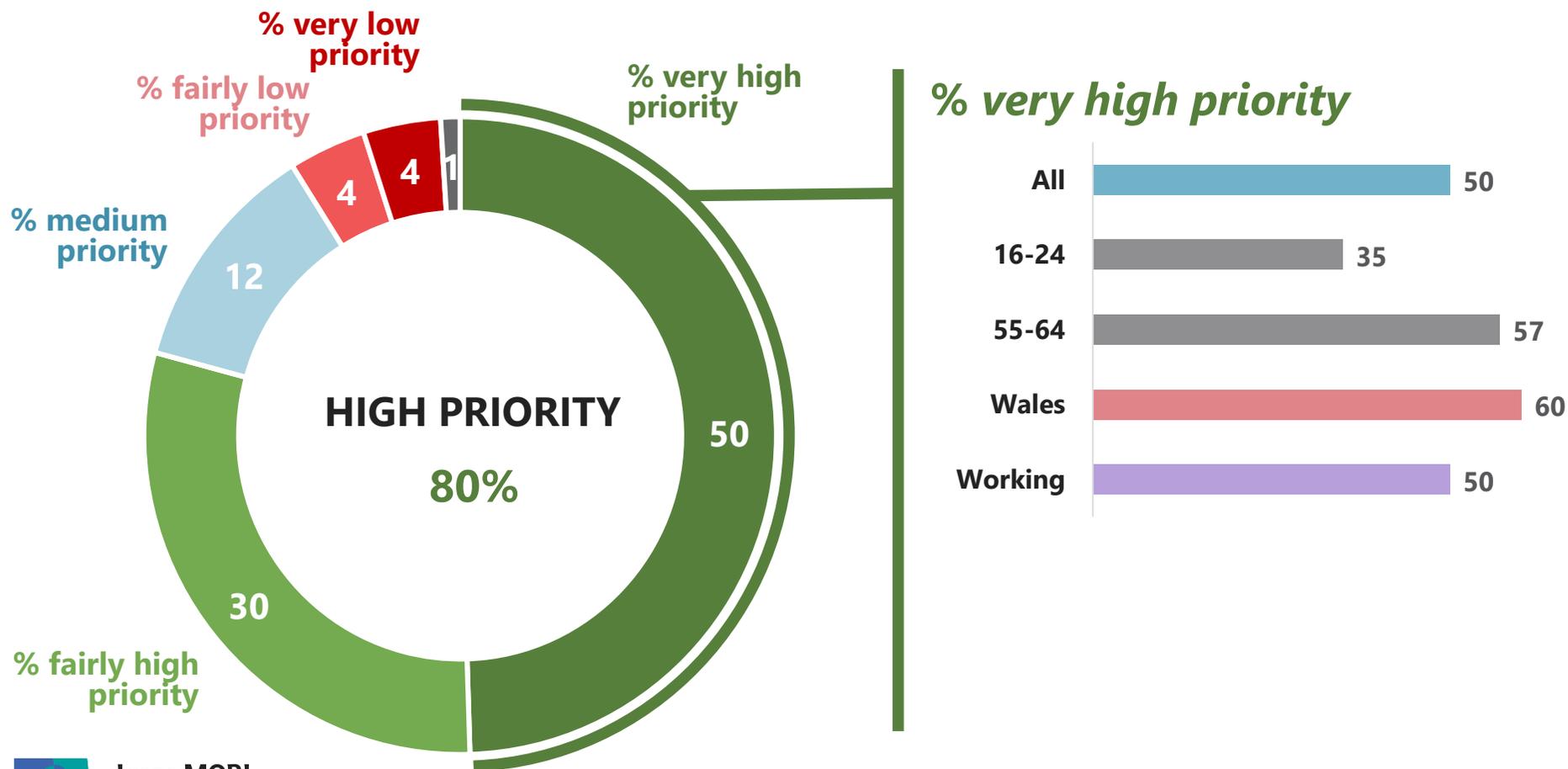
Base: 1,350 General Public, Aged 16+, UK, Fieldwork Dates : 12th November 2018 - 9th January 2019

Source: Ipsos MORI

Half (50%) claim cyber security is a very high priority to them, with more citing it a high priority in the workplace. However, stating it is a priority is not a strong predictor of positive behaviour; capability and other factors are key.

Stated priority is highest amongst respondents aged 55-64 and lowest amongst 16-24 year olds. Conversely, younger respondents cite greater capabilities and are more likely to take positive behaviours.

Q. How high or low a priority is cyber security to you? Would you say it is...

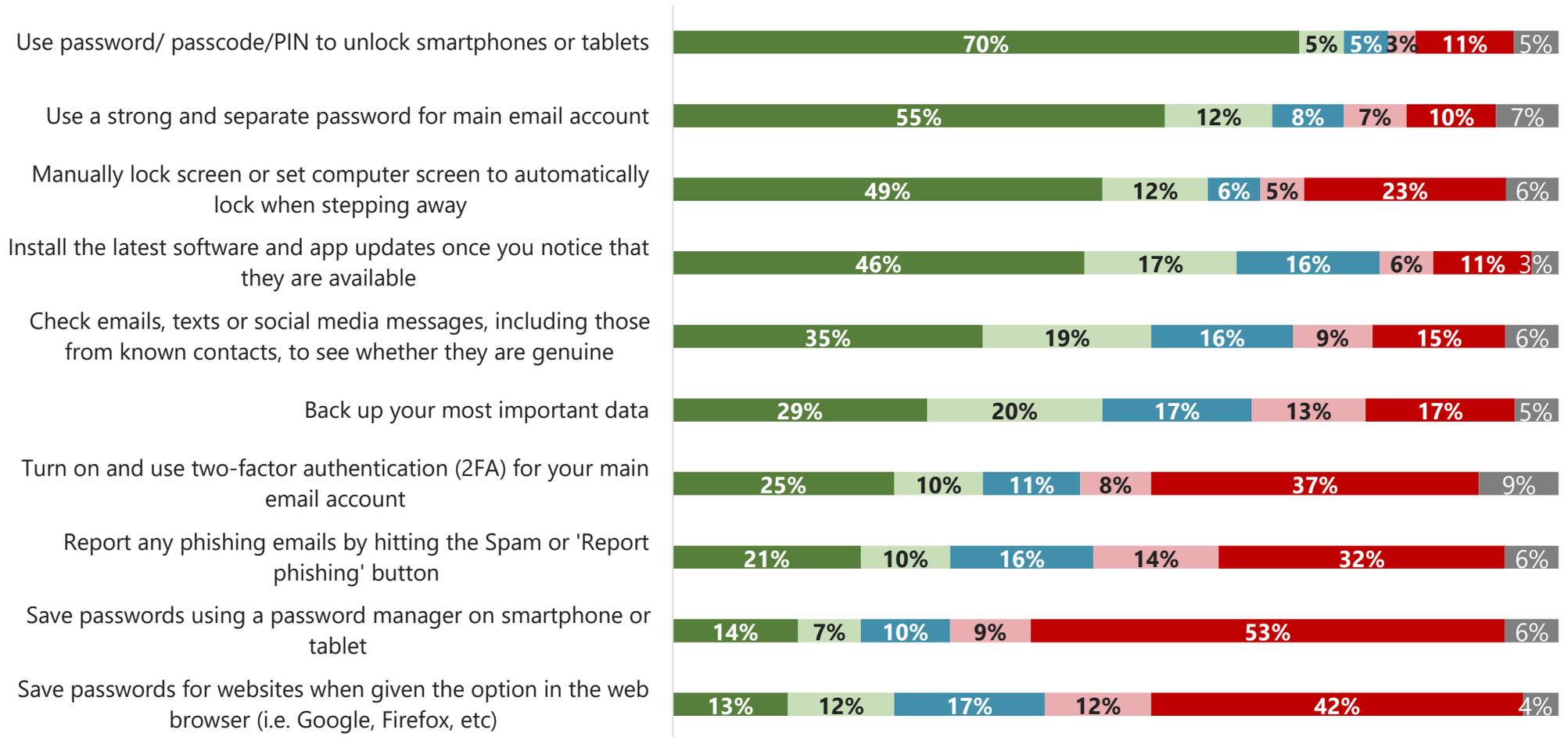


Prevalence of always/often taking the current protective behaviours ranges from 21% who save passwords using a password manager on smartphone or tablet, to 75% who use password/ passcode/ PIN to unlock smartphones or tablets.



Q. How regularly, if at all, do you do the following things?

■ Always
 ■ Often
 ■ Sometimes
 ■ Rarely
 ■ Never
 ■ Doesn't apply/DK



Behaviours are typically more prevalent amongst 16-54 year olds, with drop off amongst those aged 55+. There are also variations by social grade, with more affluent respondents more likely to take actions. These variations are at the overall level and will reflect levels of internet usage and device ownership.



Ipsos MORI

Social Research Institute

Base: 1,350 General Public, Aged 16+, UK, Fieldwork Dates : 12th November 2018 - 9th January 2019

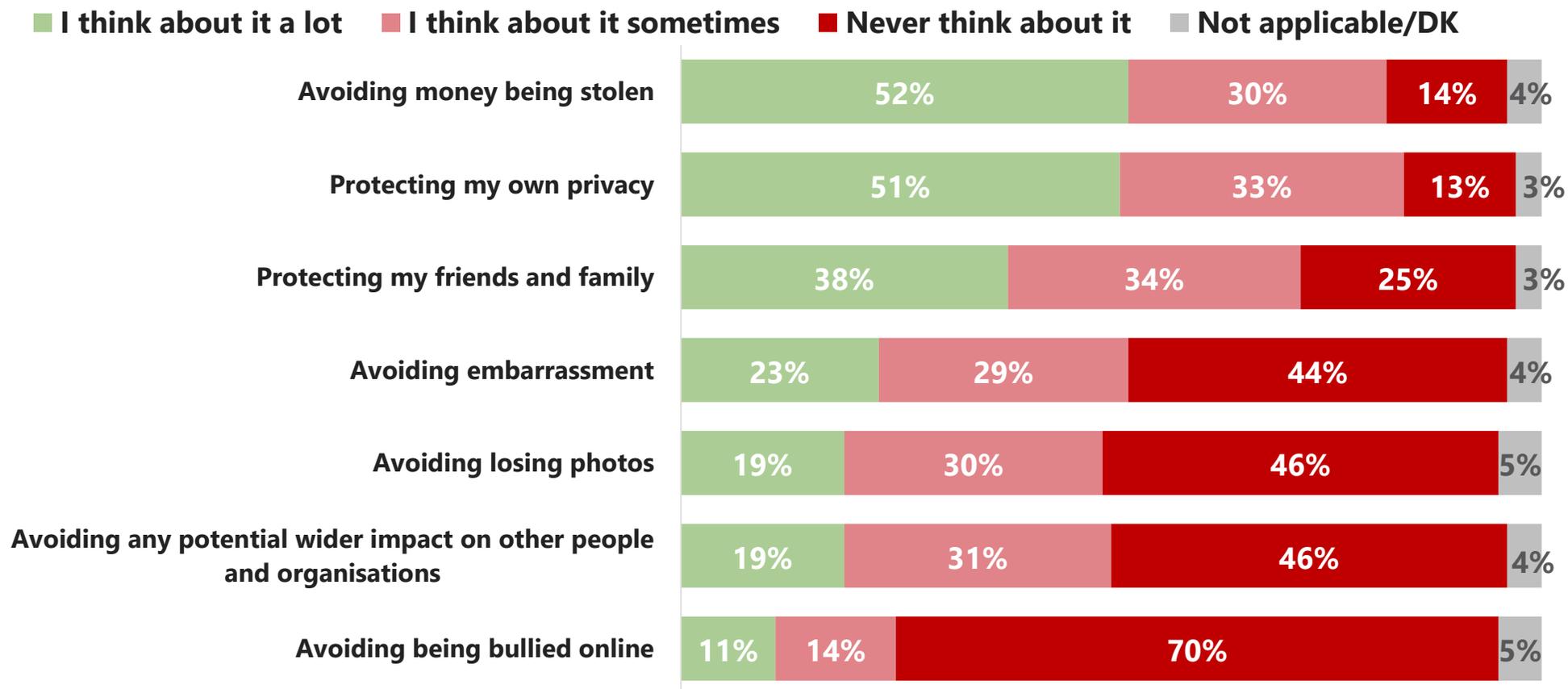
Source: Ipsos MORI

Risks and consequences



The most prevalent security-related considerations when online are protecting privacy and avoiding money being stolen

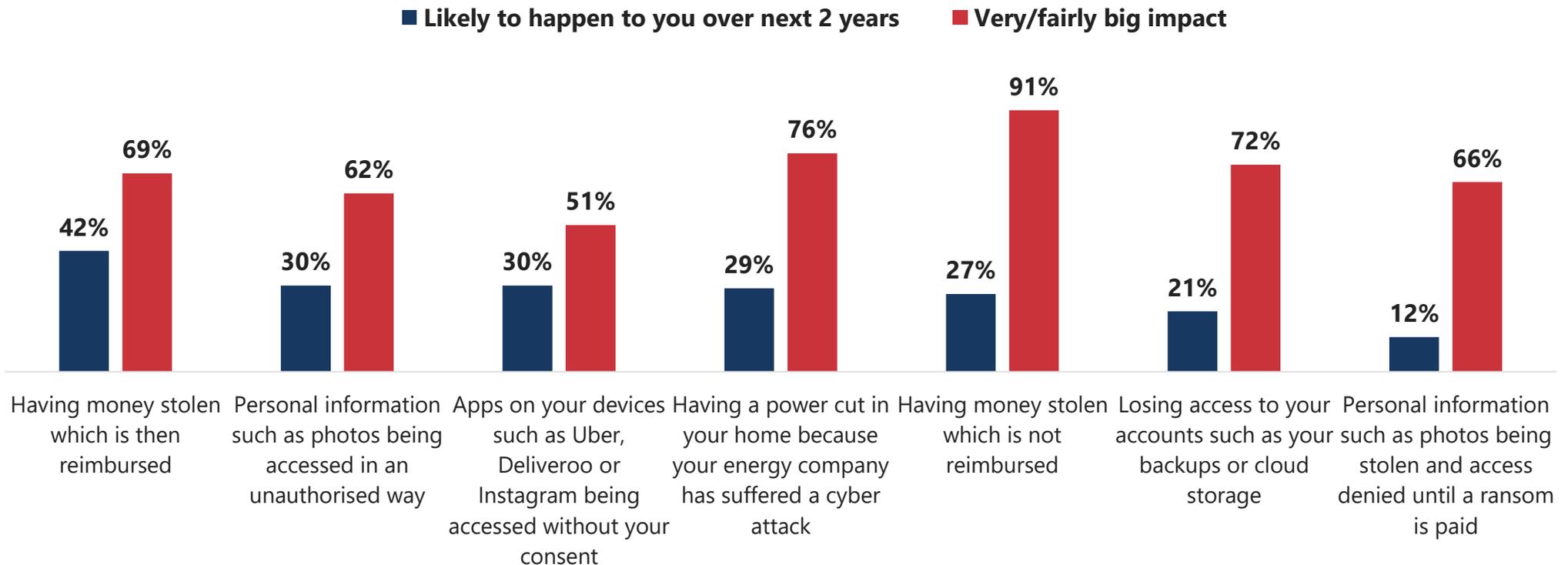
Q. To what extent, if at all, do you think about the following things when going online?



70% believe they will likely be a victim of at least one specific type of cyber crime over the next two years, and most feel there would be a big personal impact

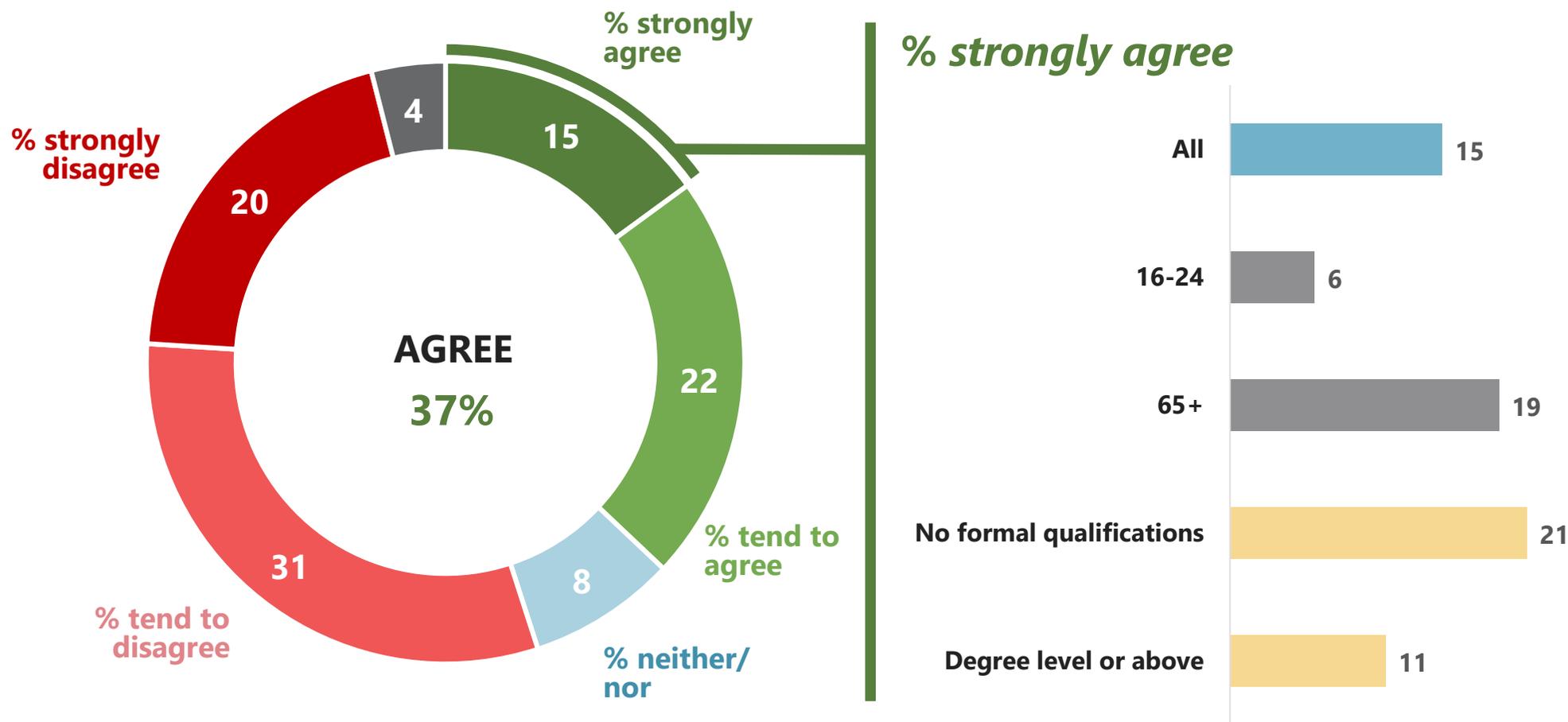
Perceived likelihood of being a victim of cyber crime in the next two years ranges from 42% who feel they will have money stolen which is later reimbursed, through to 12% having information stolen and a ransom demanded.

Crimes are felt to have varying levels of impact; 91% feel that having money stolen without reimbursement would have a big personal impact, compared to 51% feeling the same about apps being accessed without consent.



Just over one in three (37%) agree that losing money or personal details over the internet is unavoidable these days

Q. To what extent, if at all, do you agree or disagree ... Losing money or personal details over the internet is unavoidable these days



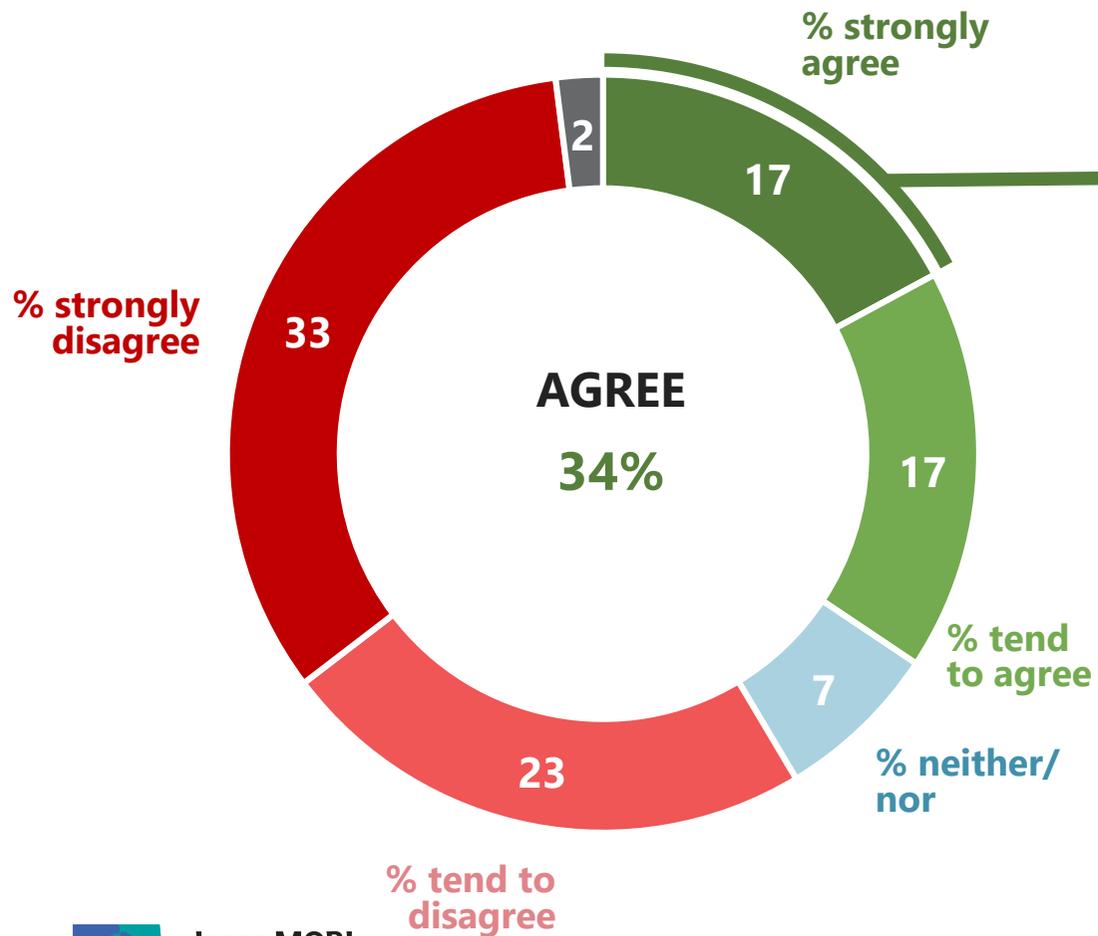
Responsibility and Reliance



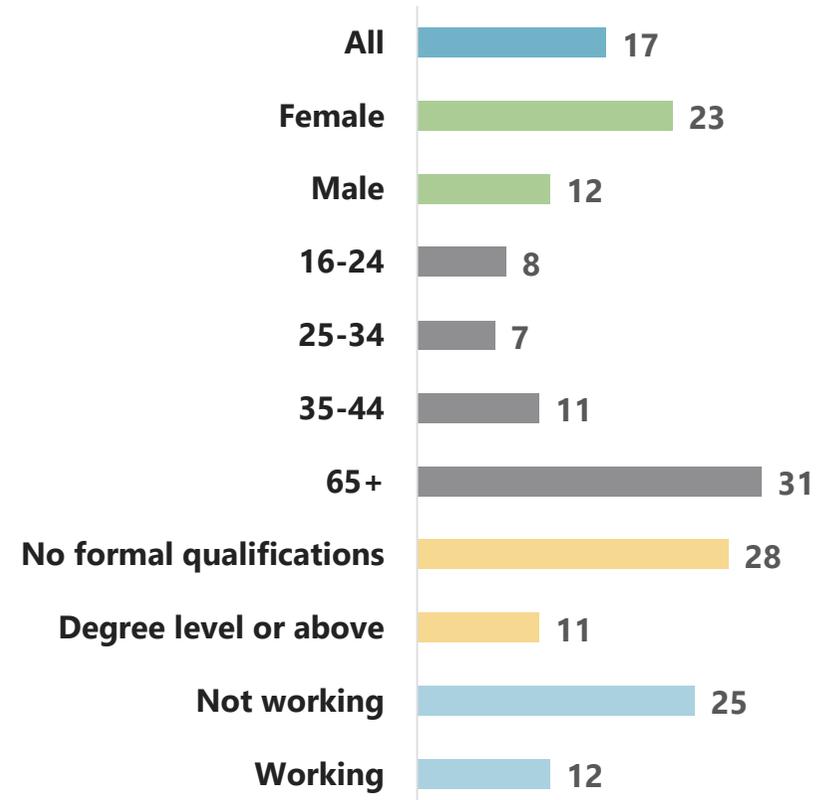
One in three rely to some extent on friends and family for help on cyber security

Reliance is far greater amongst older people aged 65+.

Q. To what extent, if at all, do you agree or disagree ... I rely on friends and family for help on cyber security



% strongly agree



Ipsos MORI
Social Research Institute

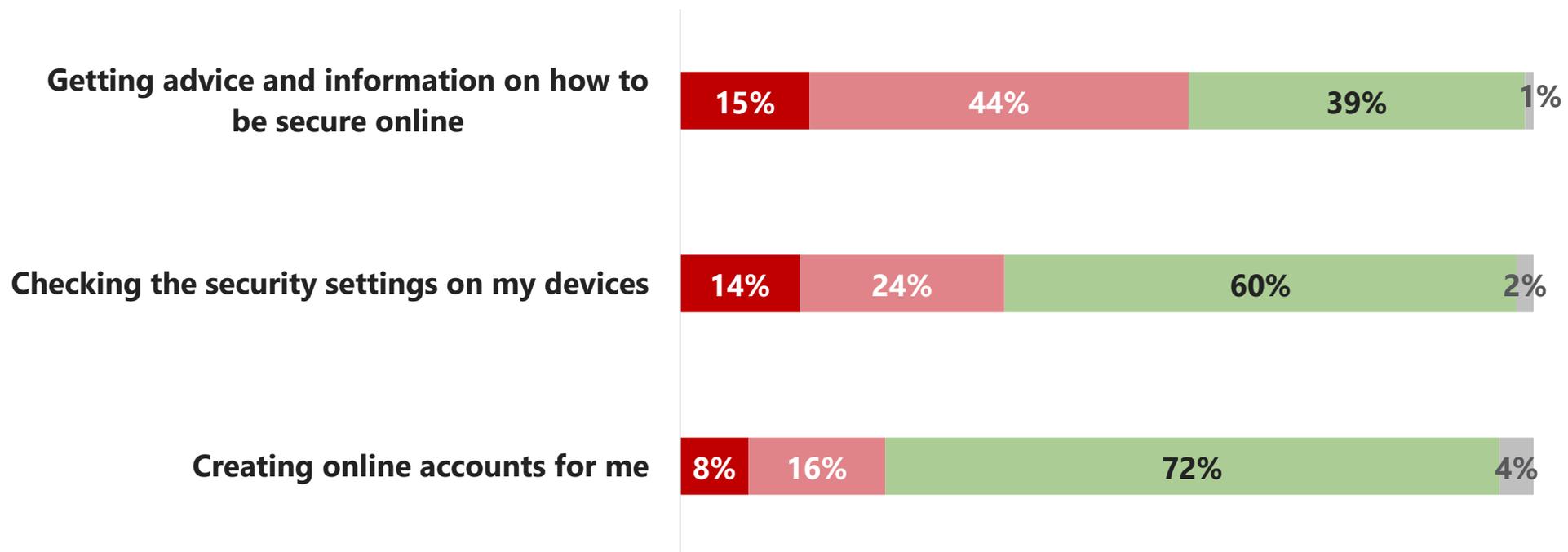
Base: 1,350 General Public, Aged 16+, UK, Fieldwork Dates : 12th November 2018 - 9th January 2019

Source: Ipsos MORI

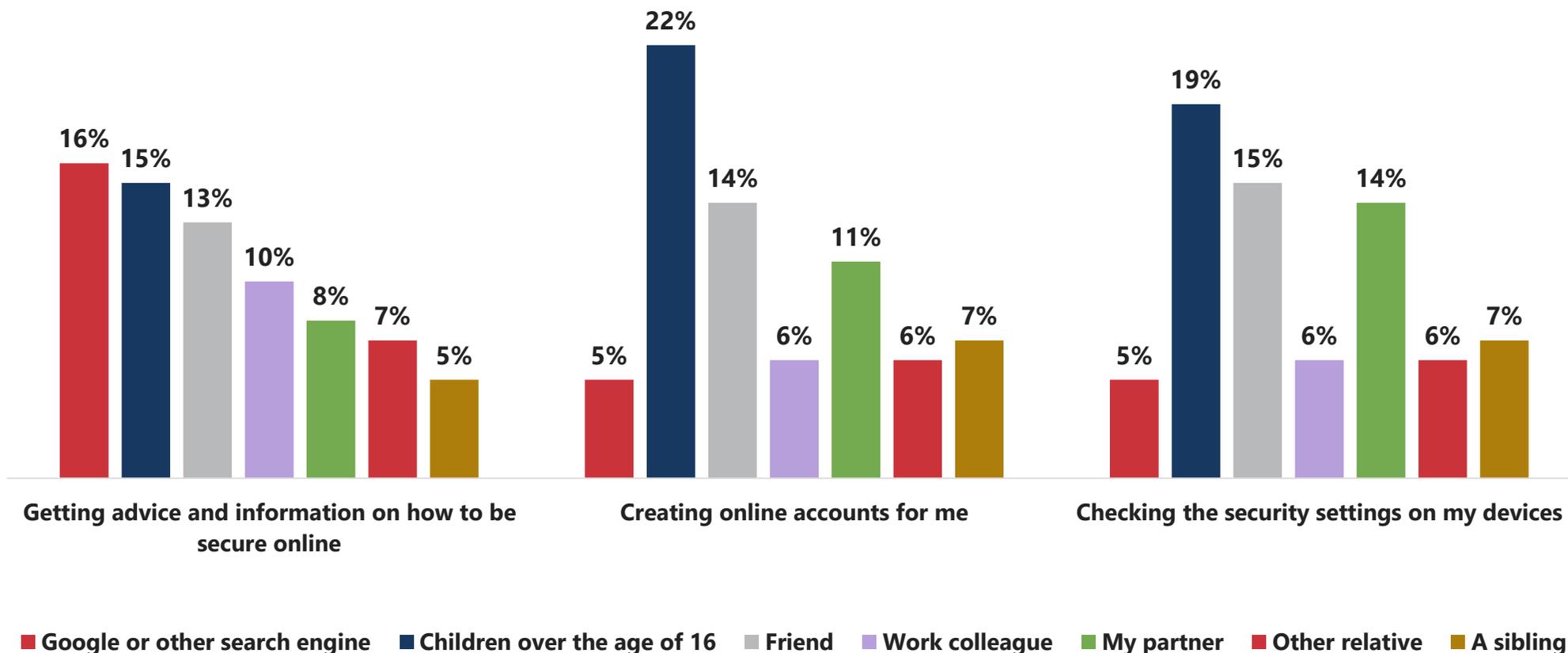
Six in ten (59%) say they are at least partly reliant on others for advice and information about how to be secure online.

Q. How reliant, if at all, are you on other people for the following things?

■ Fully reliant on others ■ Partly reliant on others ■ Not reliant at all ■ Don't know



Children – and to a lesser extent friends and other family members – are identified as key sources of help for actions such as creating online accounts and/or checking security settings on devices.



Technical note

The UK Cyber Survey was carried out by Ipsos MORI on behalf of the National Cyber Security Centre and Department for Digital, Culture, Media and Sport (DCMS).

A telephone survey of 1,350 UK residents aged 16+ was undertaken from 12 November 2018 to 9 January 2019. The data have been weighted to be statistically representative of the UK adult population.

ashley.ames@ipsos.com

james.stannard@ipsos.com

dorothee.stellmacher@ipsos.com



Ipsos MORI
Social Research Institute

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252:2012 and with the Ipsos MORI Terms and Conditions