

CYBER & DIGITAL RISK

What people fear, and the companies they believe will protect them.





A	Top 3 perceived risks	
	ID theft	7.88
	Virus	7.79
	Malware	7-33

54%

o = less

fear companies trading

personal internet use.

information about

Most trusted companies

Banks	82%
Credit card providers	76%
Insurance companies	73%



view Cyber and Digital security services positively



1	Top 3 perce	ived risks	Most trusted	companies
(Virus	7.05	Banks	71%
	Malware	6.11	Credit card	65%
	ID theft	5.84	providers	
			Insurance	62%

o = less

anks 71% edit card 65% oviders surance 62% companies

46% 54%

view Cyber and Digital fear companies trading security services positively information about personal internet use.



Top 3 perceived risks

Virus	6.83	
Malware	6.28	
ID theft	5.68	
o = less	more = 10	

55%

fear someone committing a cyber crime in their name, or making them a suspect.



Banks	67%
Credit card providers	69%
Insurance companies	67%

60%

view Cyber and Digital security services positively



1 Top 3 perceived risks

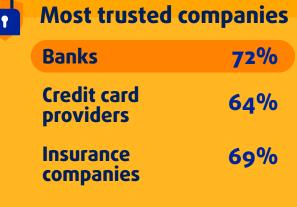
Virus	6.50
Malware	6.18
ID theft	5.68

73%

o = less

fear someone committing a cyber crime in their name, or making them a suspect.

more = 10



52%

view Cyber and Digital security services positively



Top 3 perceived risks

Virus	7.05
Malware	6.48
ID theft	5.83
- loce	mara = 40

more = 10

30 /0
58%
63%

Most trusted companies

58%

73%



70% view Cyber and Digital

Banks

security services positively



Top 3 perceived risks

Virus	6.44
Malware	5.56
ID theft	5.25
o = less	more = 10

39%

information about

fear companies trading

personal internet use.

Banks 75% **Credit card** 64% providers Insurance 62% companies

Most trusted companies

42%

view Cyber and Digital security services positively



1 Top 3 perceived risks

Virus	6.73
Phishing	5.78
Malware	5.62

36% fear companies trading

information about personal internet use.

Most trusted companies

Banks	69%
Credit card providers	58%
Insurance companies	50%

37% view Cyber and Digital security services positively

more = 10



Top 3 perceived risks

Virus	8.32
Phishing	7-45
Malware	7.38

more = 10 42%

crime in their name,

or making them a suspect.

Banks 69% **Credit card** 62% providers

Most trusted companies

54% companies

Insurance

51% fear someone committing a cyber

view Cyber and Digital security services positively

Czech Republic

<u> </u>	Top 3 perce	ived risks	Most trusted o	lost trusted companies	
	Virus	7.22	Banks	82%	
	Malware	7-35	Credit card providers	76%	

Virus	7.22	
Malware	7-35	
ID theft	5.74	
o = less	тоге = 10	

82%

Credit card providers	76%
Insurance companies	73 %

40%

fear someone committing a cyber crime in their name, or making them a suspect.

providers	76%
Insurance companies	73%

view Cyber and Digital security services positively

Romania



Viido	1.47	
Malware	6.55	
ID theft	5.99	
o = locc	MOSO = 40	

46% fear someone committing a cyber

crime in their name,

or making them a suspect.



security services positively

72%

68%

58%

54% view Cyber and Digital

Banks

Credit card