

# **British Cyber Security Survey 2021**

Key Findings & Data



Predatech

# Introduction & Key Findings

- 65% of consumers believe that they're well prepared against cyber attacks
- Just 57% of consumers aged 18-24 and 58% of consumers aged 25-34 agree that they're well prepared. 70% of those aged 45+ and above agree that they're well prepared
- 78% of all consumers expect the cyber security threat to increase over the coming year, rising to 88% among those aged 65+. Just 71% of those aged 18-24 believe the cyber threat will increase
- 8% said that they were very likely to stop using a retail business that suffered a data breach, rising to 12% when asked about social media platforms and 21% when asked about financial firms
- Those aged 18-24 are far more likely to stop using a financial business if it suffered a data breach than all other groups. 68% stated that they would be very likely or somewhat likely to stop using a financial business that had suffered a breach, compared to an average of 55% across all consumers
- While younger customers are not very forgiving of their financial providers, they are prepared to cut social media platforms a lot more slack. 43% said that they'd be somewhat unlikely or very unlikely to stop using a social media platform that had suffered a breach, against an average of 24% across all consumers
- 65% of consumers aged 55-64, and 68% of those 65+, have installed antivirus. But this proved to be significantly less popular among those aged 18-24 and 25-34, with just 45% of these consumers having antivirus installed
- Conversely, two-factor authentication (2FA) proved to be popular with younger consumers, with some 42% of those aged 18-24 and 40% of those aged 25-34 using 2FA. Just 35% of consumers aged 55-64 and 27% of those aged 65+ use 2FA
- Across the regions, Scottish residents are clearest that the cyber threat is increasing. Some 82% expect the threat to increase in 2021. And yet just 12% of Scots believe that they'd fall victim to a cyber scam in 2021, which is the lowest percentage recorded

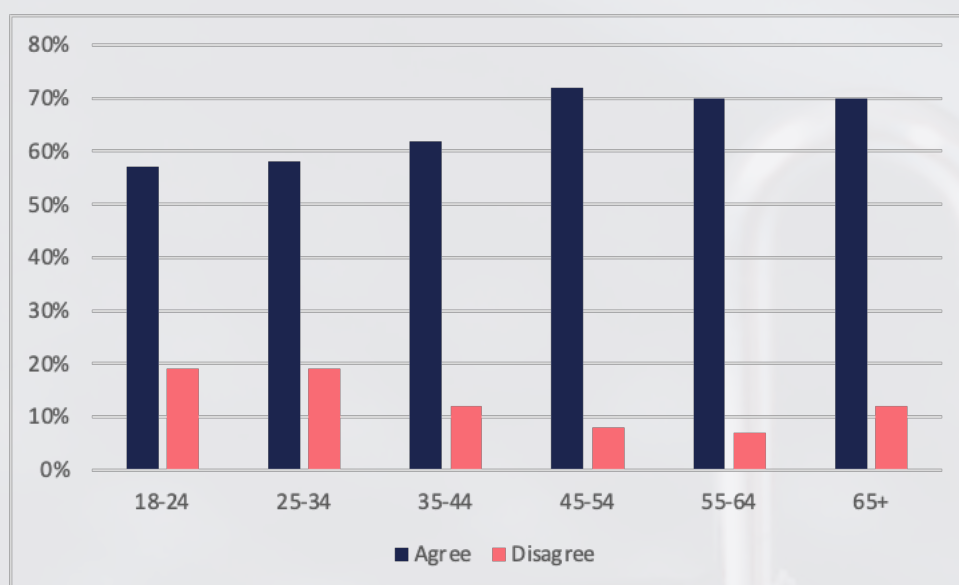
## Background

This document outlines the quantitative findings from a survey of UK consumers designed to measure awareness, attitudes and behaviours to cyber security. The purpose of this document is to highlight key findings and share the data gained from the survey with all interested parties.

## Method

2,005 consumers aged 16 and over responded to an online survey between 22nd December 2020 and 3rd January 2021. Responses have been weighted to be representative of the UK population.

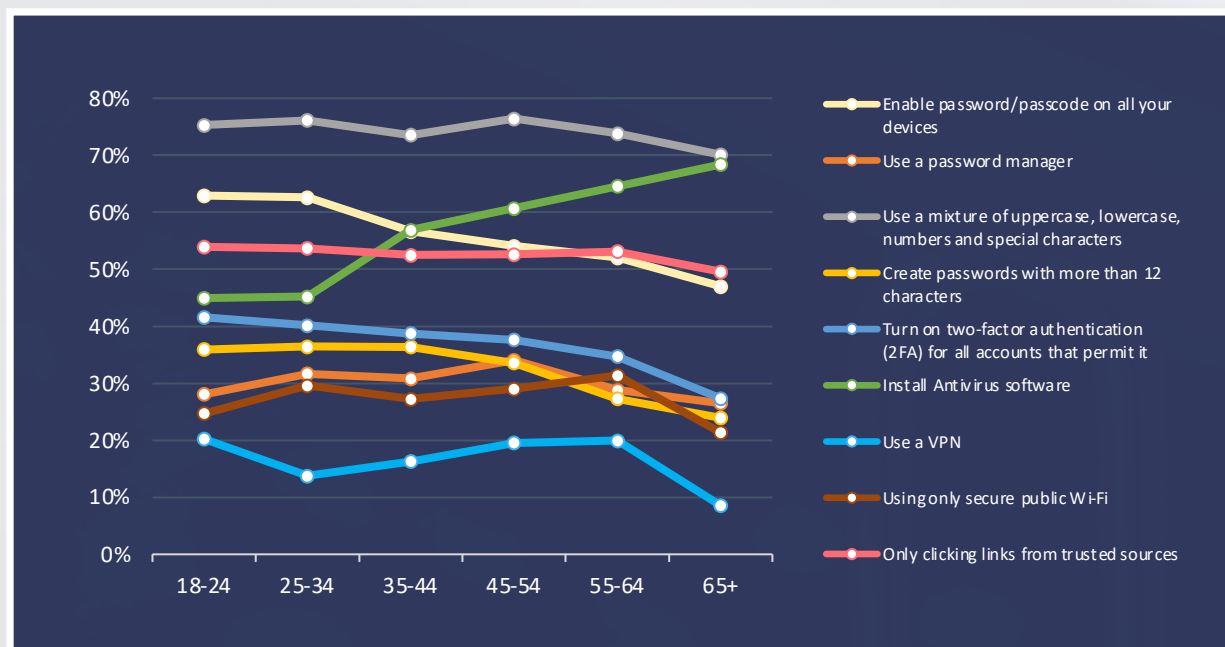
## Q. To what extent do you agree that you are well prepared to protect yourself against harmful cyber activity?



- 65% of consumers agree that they're well prepared to protect themselves against harmful cyber activity (14% strongly agree and 51% somewhat agree)
- Consumers aged 45+ are most likely to agree that they are prepared. Just 7% of those aged 55-64 and 12% of those aged 65+ disagreed. In contrast, some 19% of consumers aged 18-34 disagreed

	All	18-24	25-34	35-44	45-54	55-64	65+
Strongly Agree	14%	12%	11%	13%	12%	20%	18%
Somewhat Agree	51%	45%	47%	49%	60%	50%	52%
Neutral	22%	24%	23%	26%	20%	23%	18%
Somewhat Disagree	11%	16%	17%	10%	7%	5%	9%
Strongly Disagree	2%	3%	2%	2%	1%	2%	3%

## Q. What actions do you take to try and improve your security?



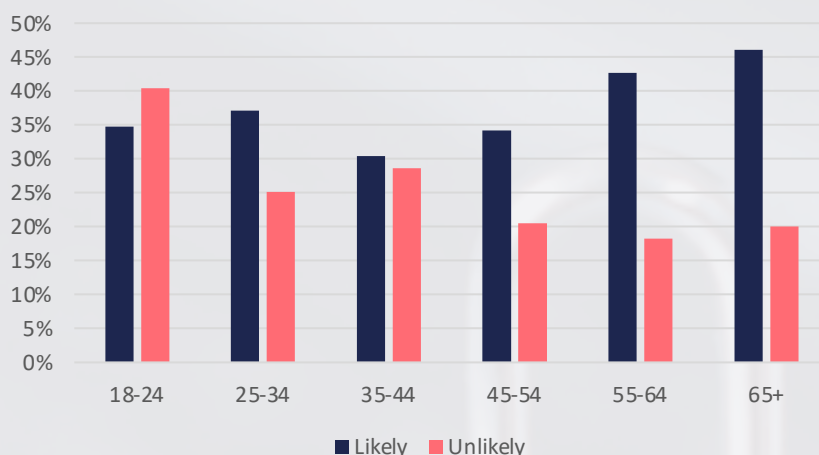
- The top three most common actions consumers take to improve their security are: Use a mixture of uppercase, lowercase, numbers and special characters in passwords (75%), enable password/passcode on all your devices (56%) and install antivirus (55%)
- While 65% of consumers aged 55-64 and 68% of those 65+ have installed antivirus, it proved to be significantly less popular among those aged 18-24 and 25-34, with just 45% having antivirus installed

	All	18-24	25-34	35-44	45-54	55-64	65+
Use a mixture of uppercase, lowercase, numbers and special characters	<b>75%</b>	75%	76%	74%	76%	74%	70%
Enable password/passcode on all your devices	<b>56%</b>	63%	63%	57%	54%	52%	47%
Install Antivirus software	<b>55%</b>	45%	45%	57%	61%	65%	68%
Only click links from trusted sources	<b>53%</b>	54%	54%	52%	53%	53%	50%
Turn on two-factor authentication (2FA) for all accounts that permit it	<b>38%</b>	42%	40%	39%	38%	35%	27%
Create passwords with more than 12 characters	<b>34%</b>	36%	36%	36%	34%	27%	24%
Use a password manager	<b>31%</b>	28%	32%	31%	34%	29%	26%
Using only secure public Wi-Fi	<b>28%</b>	25%	30%	27%	29%	31%	21%
Use a VPN	<b>17%</b>	20%	14%	16%	20%	20%	9%

## Q. If a retail/financial/social media business you dealt with suffered a data breach, how likely would you be to stop using them?

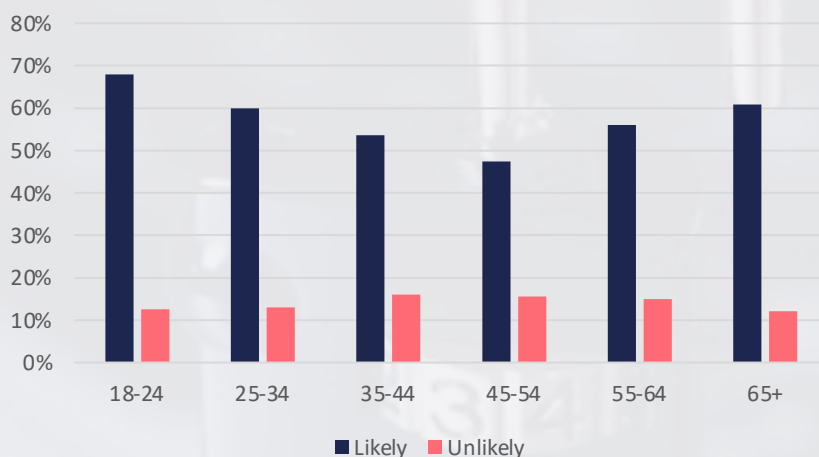
- Across all age groups, some 36% said they would be either very likely (8%) or somewhat likely (28%) to stop shopping with a retailer that had suffered a data breach. This is lower than the 40% reported for social media platforms and 55% for financial businesses.

### Retail Businesses



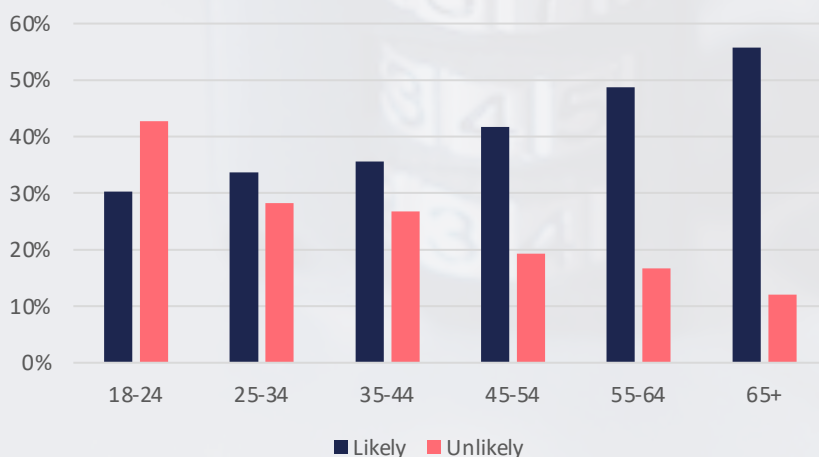
- Those aged 18-24 are far more likely to stop using a financial firm if it suffered a data breach. 68% said they would be very likely or somewhat likely, compared to an average of 55% across all consumers

### Financial Businesses



- Younger customers are more forgiving of social media platforms. 43% said that they'd be somewhat unlikely or very unlikely to stop using a social media platform that suffered a breach, against an average of 24% across all consumers

### Social Media Businesses





**Q. If a retail/financial/social media business you dealt with suffered a data breach, how likely would you be to stop using them?**

## Retail Businesses

	All	18-24	25-34	35-44	45-54	55-64	65+
Very Likely	8%	9%	6%	6%	8%	12%	17%
Somewhat Likely	28%	26%	31%	25%	27%	31%	29%
Neutral	40%	25%	38%	41%	45%	39%	34%
Somewhat Unlikely	20%	36%	21%	25%	16%	14%	17%
Very Unlikely	4%	4%	4%	4%	5%	4%	4%

## Financial Businesses

	All	18-24	25-34	35-44	45-54	55-64	65+
Very Likely	21%	25%	20%	18%	20%	21%	37%
Somewhat Likely	34%	43%	40%	36%	28%	27%	24%
Neutral	30%	19%	27%	30%	37%	24%	27%
Somewhat Unlikely	13%	10%	11%	14%	12%	27%	10%
Very Unlikely	2%	2%	2%	2%	3%	1%	2%

## Social Media Businesses

	All	18-24	25-34	35-44	45-54	55-64	65+
Very Likely	12%	7%	6%	10%	13%	18%	30%
Somewhat Likely	28%	24%	27%	26%	29%	31%	26%
Neutral	37%	27%	38%	38%	39%	35%	32%
Somewhat Unlikely	19%	32%	23%	23%	15%	13%	8%
Very Unlikely	5%	11%	6%	4%	4%	4%	4%

### Q. How likely do you think it is that you'll fall victim to a cyber scam in 2021?

	All	18-24	25-34	35-44	45-54	55-64	65+
Very Likely	2%	2%	3%	3%	1%	4%	3%
Somewhat Likely	12%	12%	10%	13%	13%	13%	15%
Neutral	49%	24%	41%	53%	54%	57%	53%
Somewhat Unlikely	27%	46%	33%	26%	24%	23%	22%
Very Unlikely	9%	16%	14%	5%	8%	4%	7%

- 18% of consumers aged 65+ believe that they are likely to fall victim to a cyber scam at some point this year
- Just 1% of consumers aged 45-54 believe that it is very likely that they'll fall victim to a scam in 2021

### Q. Looking ahead to 2021, how do you expect the cyber threat will change?

	All	18-24	25-34	35-44	45-54	55-64	65+
Increase a lot	32%	24%	25%	33%	34%	37%	52%
Increase a little	46%	47%	49%	44%	47%	48%	36%
No change	21%	25%	26%	22%	19%	14%	11%
Decrease a little	1%	5%	1%	1%	0%	0%	0%
Decrease a lot	0%	0%	0%	0%	0%	1%	1%

- 78% of consumers expect the cyber security threat to increase over the coming year, rising to 88% among those aged 65+
- Just 71% of those aged 18-24 believe that the cyber threat will increase

# About Us



Predatech is a UK cyber security services business and IASME Certification Body based in Surrey. We offer a range of security testing services and certifications.

With the cyber threat growing, we believe that all businesses should have access to competitively priced cyber security services.



As featured in:



# Leadership Team



Jason Johnson, OSCP, CREST CRT | Lead Penetration Tester

Jason is an OSCP and CREST Registered Penetration Tester.

He leads the delivery of our services and products and is passion about helping to improve the security posture of organisations. Previous experience includes Tide, Rabobank and Royal Bank of Scotland.



Michael Fotis | Chief Commercial Officer

Michael leads the sales and marketing activity.

Previously he was the Founder & CEO of Smart Money People (acquired in 2020). He understands how important navigating the cyber security challenge is for businesses. Previous experience includes Deloitte and Barclays.