



September 2023

Nationwide Cybersecurity Survey Report

SURVEY METHODOLOGY



Audiences

General Consumers

Age 18+ - nationally representative by age, gender, race, region



Sample Size

N=1,000



Methodology

**20-Minute
Online Survey**



Timing

**Survey Fielded
August 8th – 19th, 2023**

Identity Theft and Protection

KEY FINDINGS

1

Concern around identity theft is high among consumers today

8 in 10 consumers are concerned about the risk of identity theft (81%) and, specifically, the use of AI to steal someone's identity (82%). Most believe risk of identity theft is just part of modern life (74%), and 22% have personally been the victim of identity theft. When it comes to the various types of identity theft crimes, consumers are most familiar with phishing (73%), fake job, lottery, or prize scams (66%), and website impersonation (59%), while fewer are knowledgeable about QR code scams (38%) or juice jacking (35%).

2

While most are taking actions to reduce their risk of identity theft, many report unsafe habits

To reduce the risk of identity theft, roughly 9 in 10 consumers report monitoring their financial accounts (91%), securing their Wi-Fi networks with strong passwords (91%), and keeping their devices up to date with security software (88%) – but fewer go the extra mile by purchasing ID theft monitoring services (42%) or using a VPN on public Wi-Fi (48%). Many consumers also report habits that could make them more vulnerable to ID theft – like using the same passwords across multiple sites (54%), sharing personal information over the phone (37%), and posting personal info on social media (24%).

3

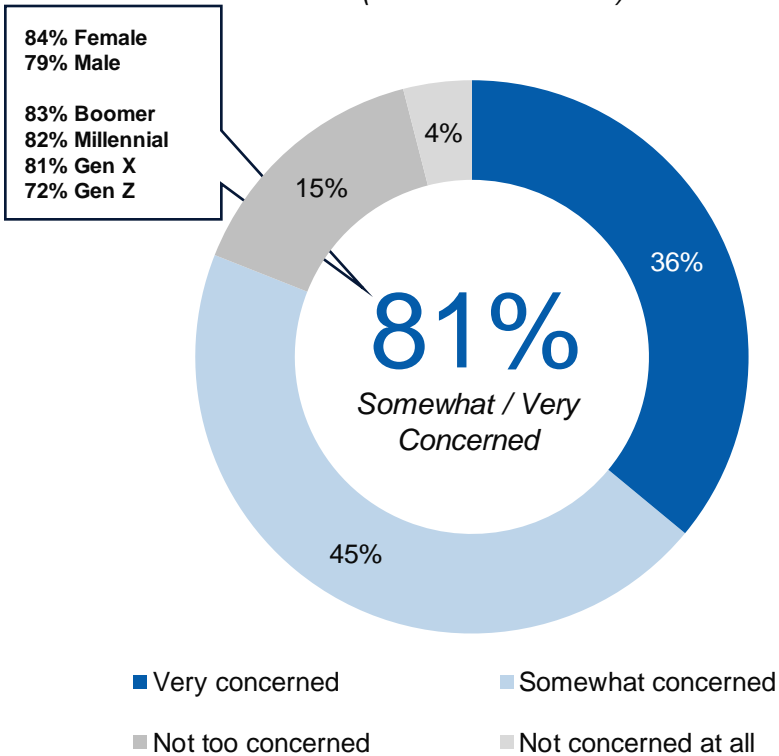
Consumers don't know enough about identity theft insurance, impacting ownership

Only 1 in 5 consumers (20%) currently have identity theft insurance, primarily because they don't know enough about it (38%). In fact, consumers hold many misconceptions about ID theft coverage – with roughly half mistakenly believing separate policies for each family member must be purchased (52%) and that hiring a lawyer is necessary even when covered (48%). Another key factor discouraging customers from purchasing identity theft policies are the perceived costs (35%) – with most consumers (62%) unwilling to spend more than \$49 a month on identity protection.

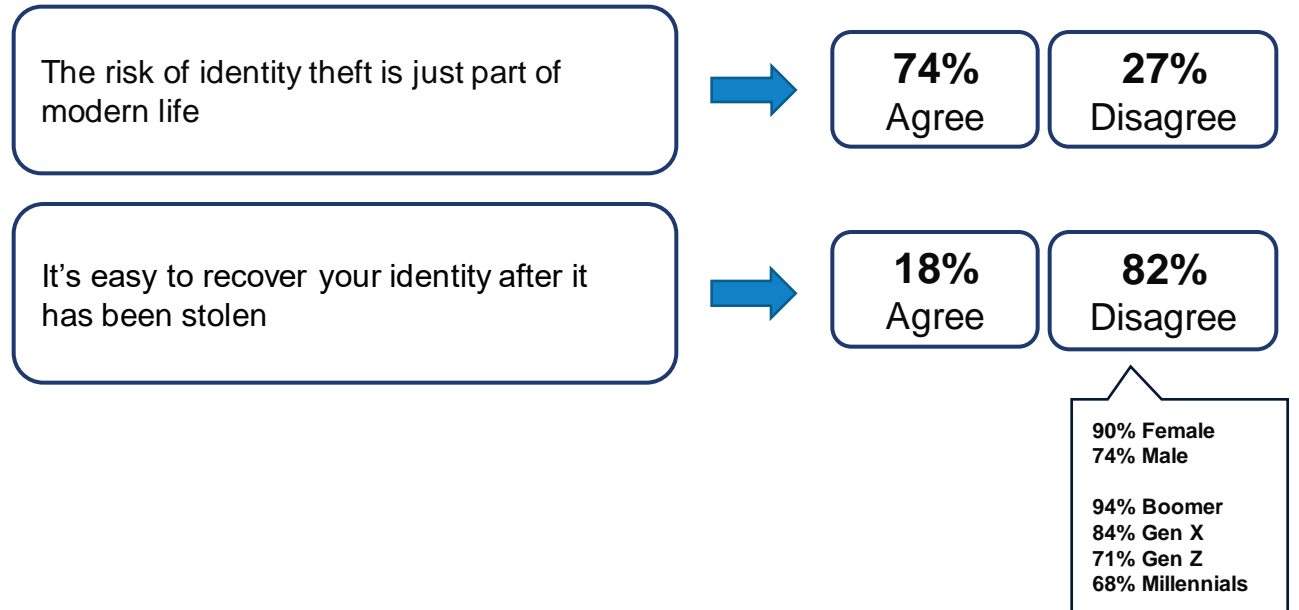
Consumers are concerned about identity theft, but many hold a fatalistic view that it is an inevitable part of modern life

There is widespread understanding that recovering your identity after it has been stolen is not a simple matter.

Concern Around Identity Theft
(Shown % Selected)



Perceptions Toward Identity Theft
(Shown % Selected)

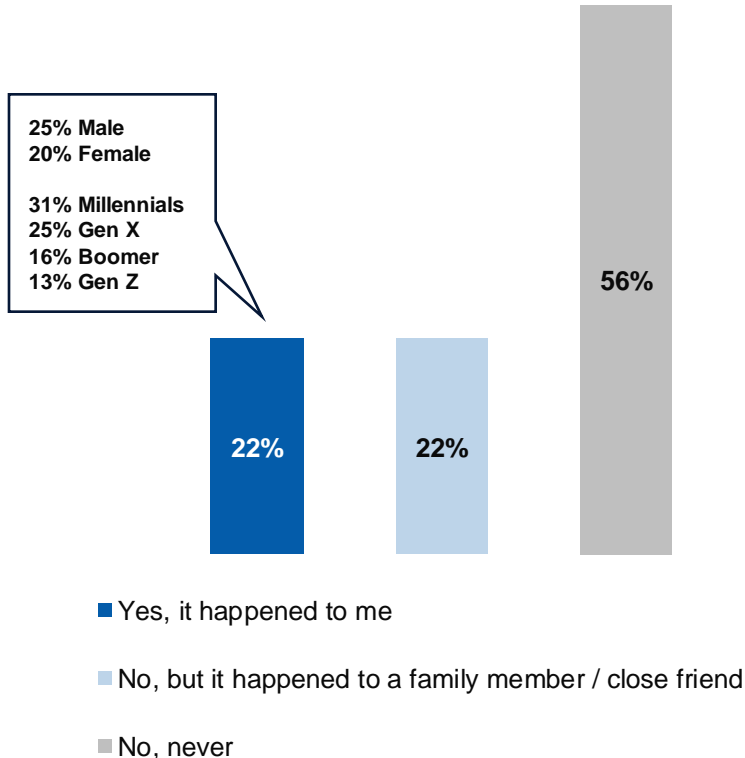


More than 1 in 5 consumers have had their identity stolen

Consumers who have experienced identity theft have been impacted primarily by credit card fraud or financial accounts being opened in their names.

Victim of Identity Theft

(Shown % Selected)



Experience with Identity Theft

(Shown Open-end response, among those who have experienced identity theft)

“A person got a hold of my personal information from the dark web and started applying for credit cards from stores and banks.”

“My significant other’s wallet was stolen which had his social security number in it. Some banks accounts were opened, and I heard it took a lot of effort to close.”

“It was never figured out what happened. Credit card accounts were opened in my name and large amounts were charged to these. The credit bureaus were helpful in removing these and settling the debt.”

“Someone who lived in the apartment next to mine went through my mail and submitted pre-approved credit card applications in my name to their address and opened up fraudulent accounts.”

Despite cautious optimism about artificial intelligence generally, there is considerable worry it can be abused by cyber criminals

Feeling Toward AI's Impact on Society

(Shown Open Response)

"It's a good thing as it help people to generate information easily and without stress"

"Good in some ways and bad in others. AI will be taking over some jobs that will put humans out of work."

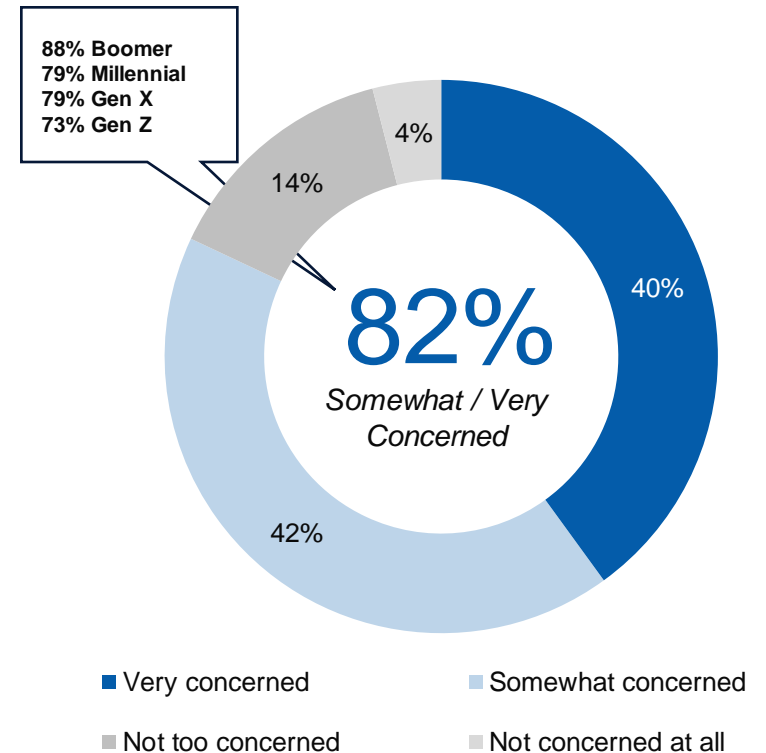
"Overall, yes [good thing]. Many new laws will have to be made regarding the use of AI, but it will be a good thing for society, once the kinks have been worked out."

"I think it is good for society if they use it legally, because it can help people be more efficient. But it is dangerous in terms of cyber security."

"Its a bad thing because online scams are going to get a lot worse"

Concern About AI Use for Identity Theft

(Shown % Selected)

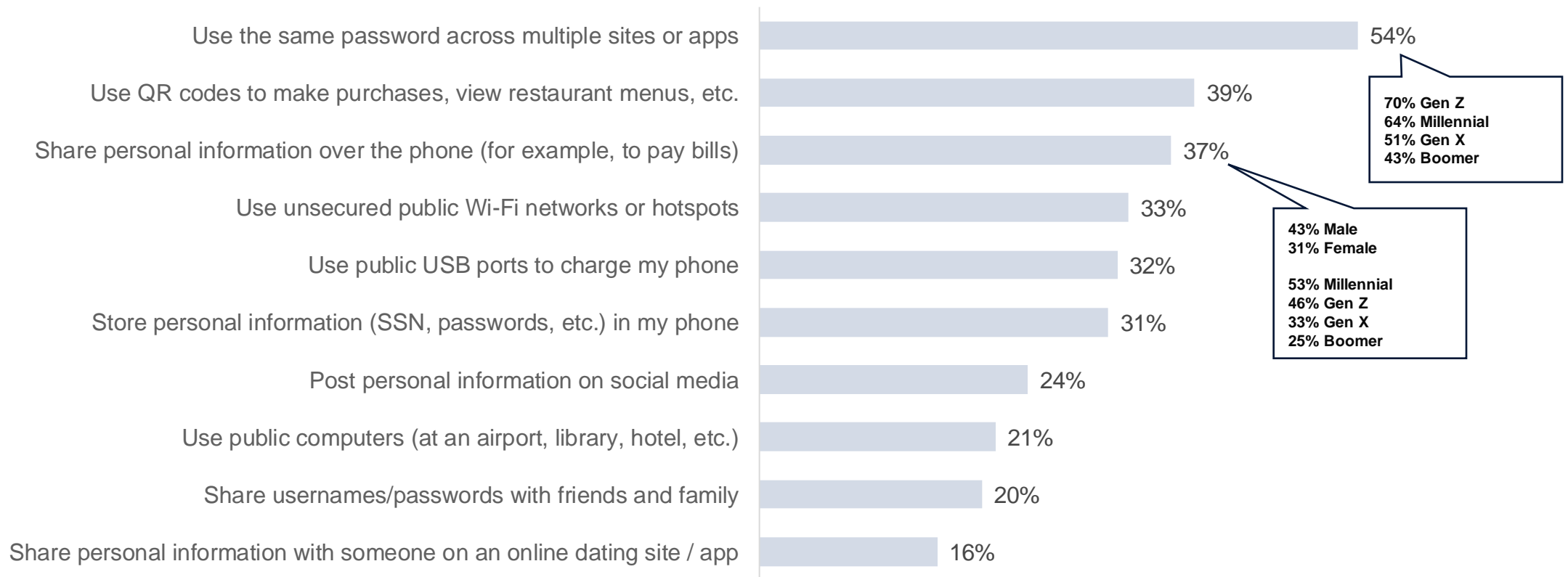


Consumers' everyday habits make them vulnerable to ID theft

Over half (54%) use the same passwords across multiple sites, 37% share personal information over the phone, 33% use unsecured Wi-Fi, and about a quarter (24%) post personal information on social media.

Common Vulnerabilities to Identity Theft

(Shown % Selected, T2B Do Action Sometimes/Often)



Most take standard online security precautions, but fewer go the extra mile by purchasing ID monitoring services or using a VPN on public Wi-Fi

Actions Taken to Reduce Risk of Identity Theft (Shown % Selected "Yes")

Watch my financial accounts for any unauthorized transactions	91%
Secure my home Wi-Fi network with a strong password	91%
Keep my devices up to date with security software	88%
Use strong and unique passwords for different online accounts	85%
Store important physical documents and records in a safe or other secure location	82%
Use antivirus software on my devices	79%
Use two-factor authentication for my online accounts	77%
Use a secure VPN when accessing public Wi-Fi networks	48%
Subscribe to an identity theft monitoring service	42%
Subscribe to a dark web monitoring service	22%

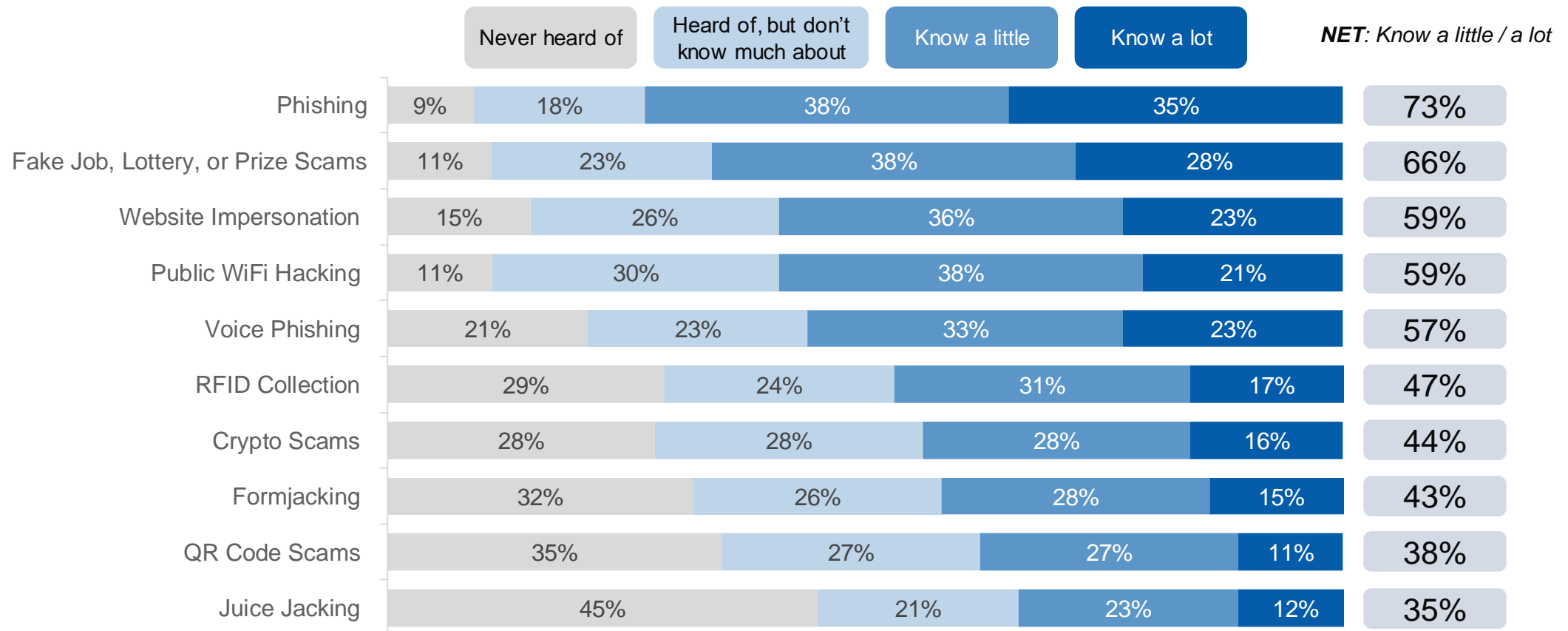
96% Boomer
91% Gen X
88% Millennial
79% Gen Z

93% White
85% Hispanic
85% Black

The public is broadly unfamiliar with emerging ID theft methods such as juice jacking, QR code scams, formjacking, and crypto scams

Familiarity with Identity Theft Crimes

(Shown % Selected)

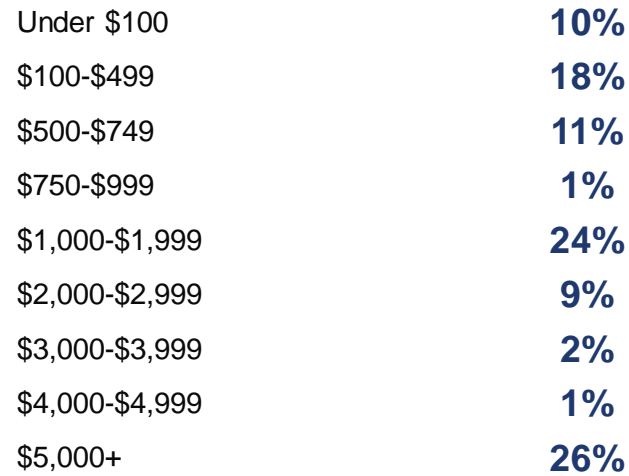
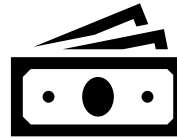


Consumers know recovering from identity theft is not trivial; most believe recovery takes years with substantial out of pocket cost

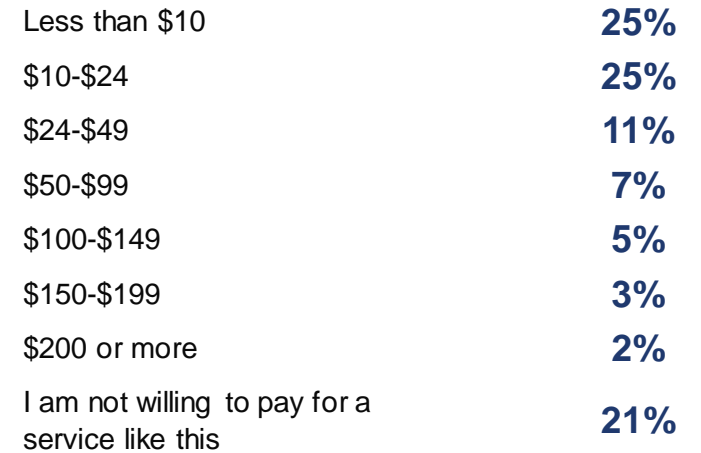
Length of Time to Recover
(Shown % Selected)



Anticipated Cost of Recovery from Average Identity Theft
(Shown % Selected)



Monthly Amount Willing to Spend on Identity Protection
(Shown % Selected)

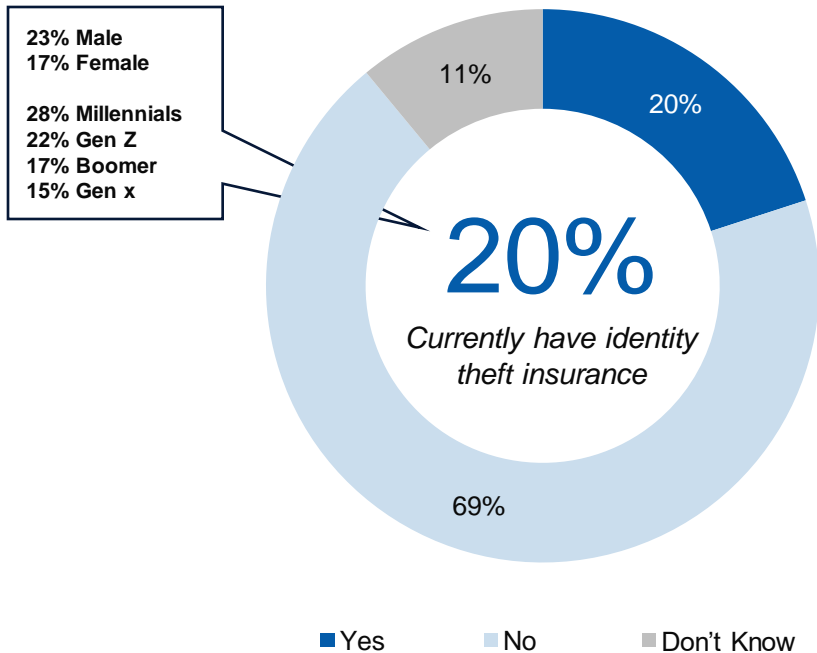


Q9_2023. To the best of your knowledge, how long does it take for the average victim to recover from identity theft? If you don't know, give your best guess. // Q10_2023. About how much does it cost for the average victim to recover from identity theft? If you don't know, give your best guess. // Q11_2023. How much would you be willing to spend, per month, on a service that monitored your accounts for suspicious activity and handled the recovery process for you if your identity was stolen? Base: Consumers (n=1000)

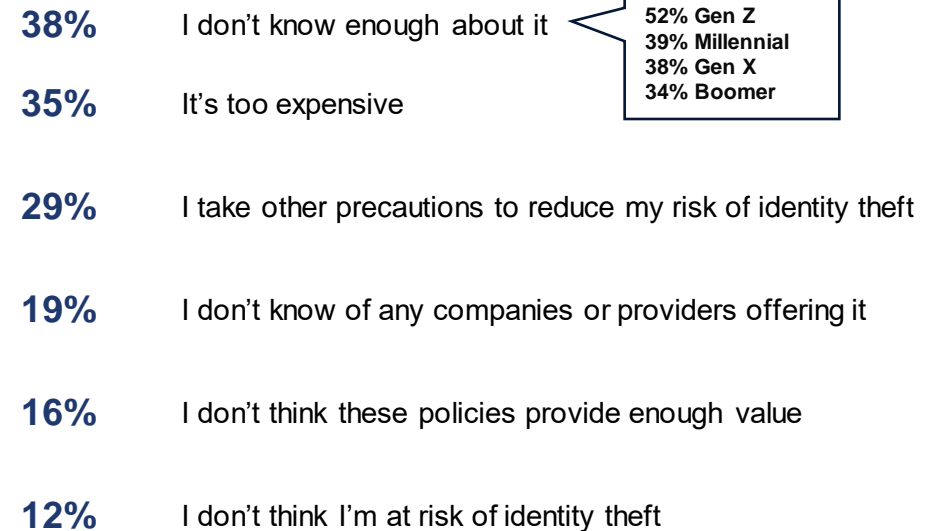
Despite ID theft concerns and the difficulty of recovery, few consumers currently have ID theft insurance

Lack of knowledge of the product (38%) and perceived high cost (35%) are the top purchase barriers.

Identity Theft Insurance Ownership
(Shown % Selected)



Why Consumers Don't Have Identity Theft Insurance
(Shown % Selected, among those who do not have identity theft insurance)

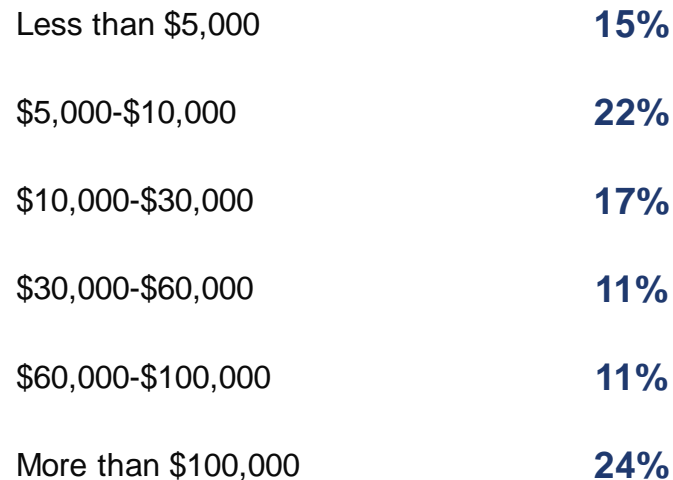


Q12_2023. Do you currently have identity theft insurance? Base: Consumers (n=1000)

Q13_2023. Why do you not have identity theft insurance? Please select all that apply. Base: Consumers (n=694)

Consumers expect ID theft coverage to include monitoring of personal information and financial accounts; expectations of recovery reimbursement amounts vary

Opinion: Amount of Coverage a Good Identity Theft Policy Should Provide
(Shown % Selected)

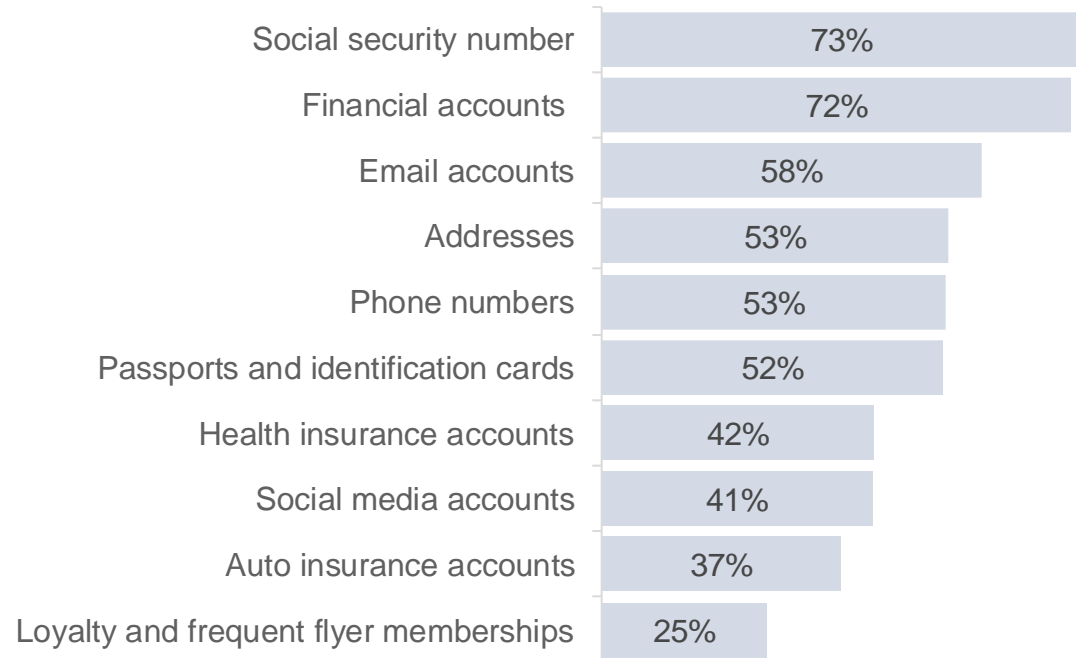


27% Male
21% Female

33% Boomer
23% Gen X
19% Millennials
4% Gen Z

28% White
13% Hispanic
13% Black

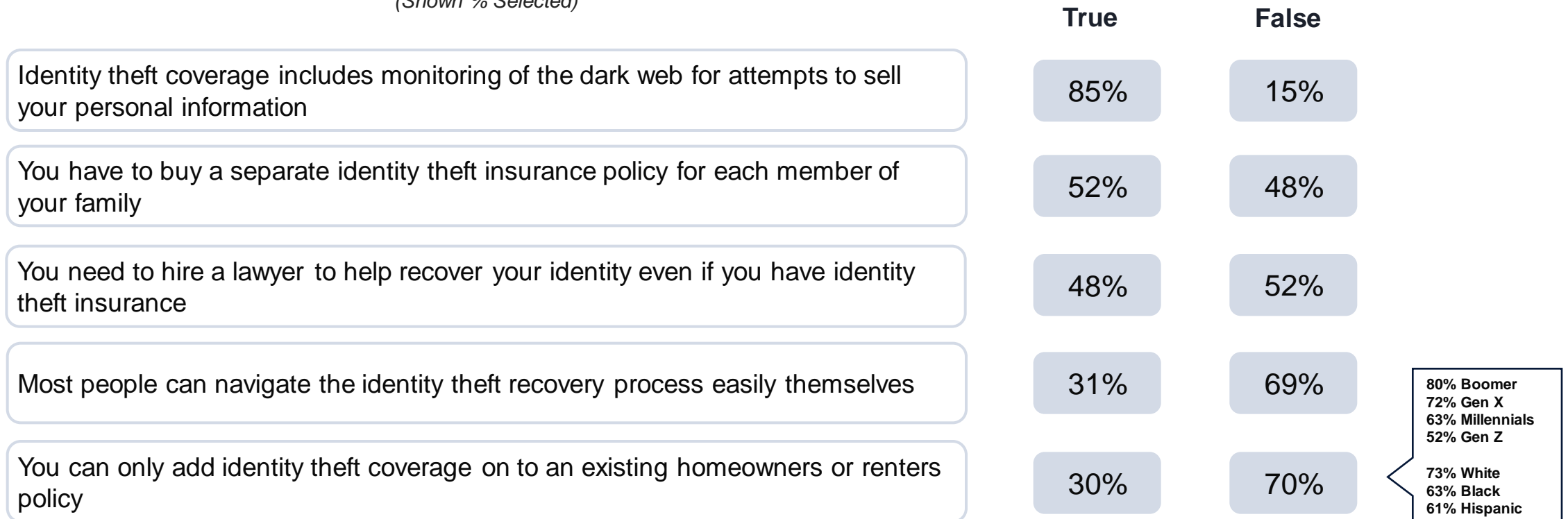
Accounts / Items Believed to be Monitored Under Identity Theft Insurance
(Shown % Selected)



Consumers hold many misconceptions about ID theft coverage

Roughly half mistakenly believe separate policies for each family member must be purchased (52%) and hiring a lawyer is necessary even when covered (48%).

Knowledge about Identity Theft Insurance (Shown % Selected)



Appendix: Demographics

Demographics: Consumers

Gender	
Man	49%
Woman	51%
Non-binary	1%
Age	
18-24	8%
25-34	11%
35-44	23%
45-54	18%
55-64	14%
65+	27%
Region	
Northeast	24%
Midwest	19%
South	36%
West	21%
Community Type	
Urban, or a downtown area	30%
Suburban, on the outskirts of an urban area	50%
Rural	20%

Ethnicity	
Asian or Asian American	4%
Black or African American	13%
Hispanic	13%
White	68%
Other	2%
Prefer not to answer	<1%
Education	
Some grade school	<1%
Some high school	2%
High school graduate	19%
Technical or vocational school	5%
Some college	20%
College graduate	33%
Graduate or professional school	21%
Prefer not to answer	<1%
Income	
Under \$25,000	13%
\$25,000 - \$49,999	19%
\$50,000 – \$74,999	18%
\$75,000 - \$99,999	15%
\$100,000 - \$149,999	18%
\$150,000 - \$199,999	8%
\$200,000+	5%
Prefer not to answer	3%

Employment Status	
Full-time	46%
Retired	27%
Part-time	11%
Unemployed	8%
Homemaker/Stay-at-home parent	5%
Student	3%
Prefer not to answer	1%