

̄URA

# Survey: The Future of Cybercrime and Data Protection

Awareness of cybercrime is on the rise, yet consumers remain uncertain about their digital futures



# Creating a Safer Internet



**The internet should be a safe place for everyone but it isn't.**

Cybercrime comes in many forms, and there are many ways criminals can use your personal information to commit online fraud.

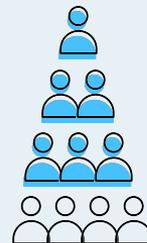
To learn more about how consumers are thinking about their online protection and security, Aura surveyed 2,050 Americans. The survey found that Americans believe there is a gap in their online protection today and are uncertain about how to keep their personal data and information safe.

**Aura is on a mission to make the internet safer.** By providing resources, products and guidance, Aura is helping solve this problem for consumers by keeping their identity, finances and devices safe from online threats.

For more information on Aura's simple, all-in-one digital security app, go to [www.aura.com](http://www.aura.com).

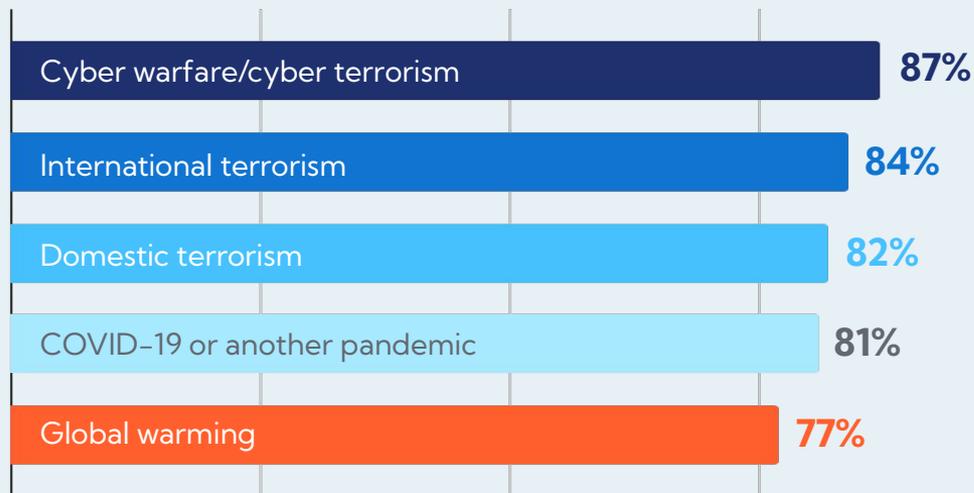
Nearly  
**6 in 10**

Americans (64%)  
are victims of cyber  
or digital crime



Nearly **nine out of 10** Americans see cyber warfare as a greater threat to the safety of the next generation – more than climate change and COVID-19

How much of a threat, if any, do you think each of the following will be to the safety and well-being of the next generation?  $\bar{\lambda}$

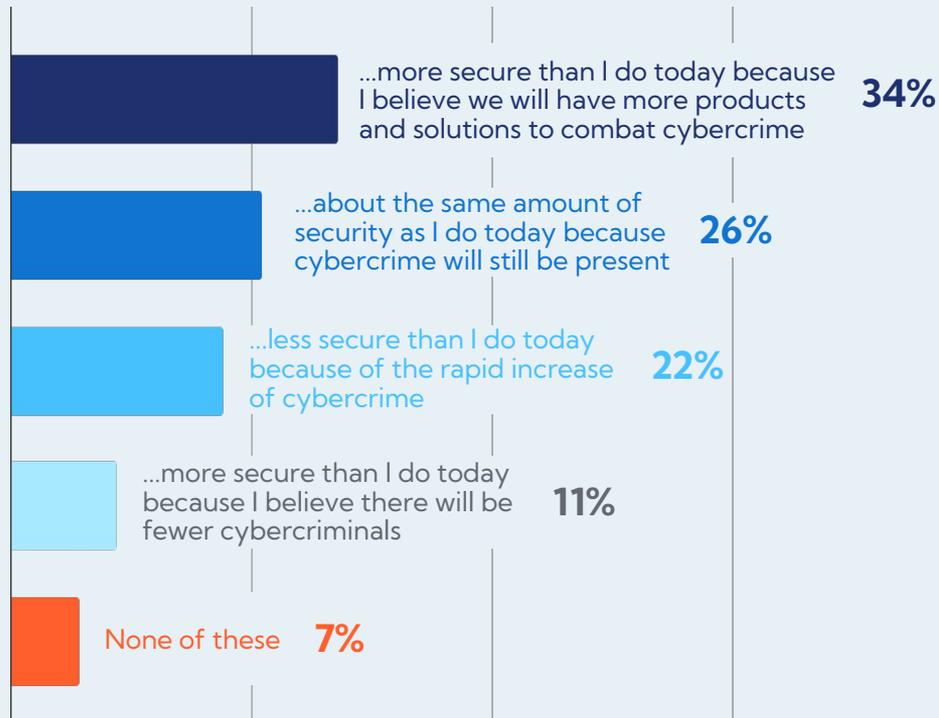


### Who Knew? Gen Z and Millennials are Highly Concerned

Fear and concern about cybercrime differs by generations, with 95% of those 65+ seeing cybercrime as a threat to the next generation vs. 82% of 18–34 year olds.

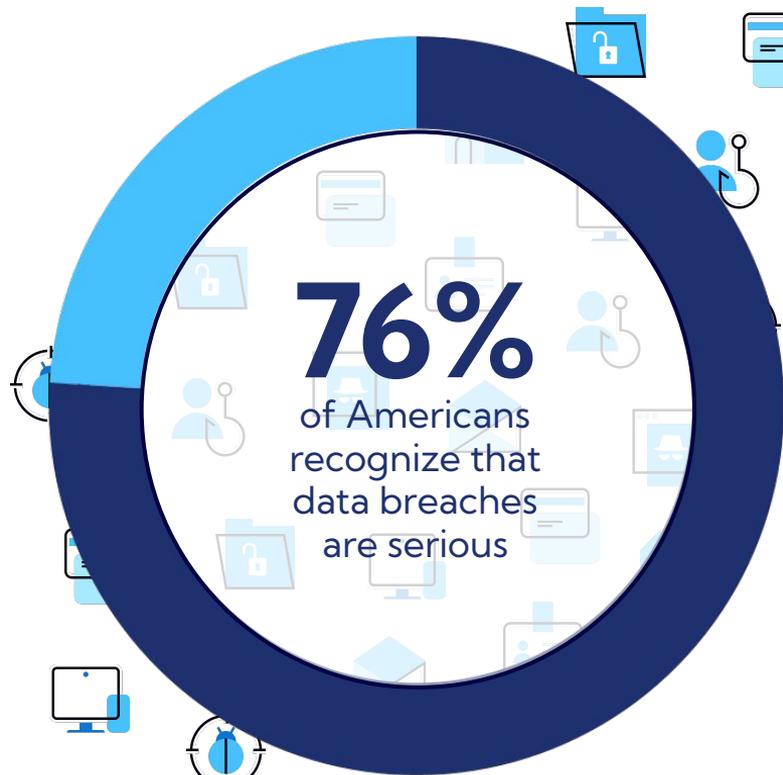
Further, Americans are torn on whether things will improve by 2030

Thinking about cyber security today compared to the year 2030, which of the following statements most closely aligns with your view? "I expect to feel..."



# Americans are experiencing breach fatigue

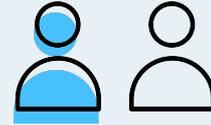
Most Americans worry about data breaches (60%) and the safety of their personal information online (52%) — but **34% say they have stopped paying attention to data breaches because they happen so often.**



**76%**  
of Americans  
recognize that  
data breaches  
are serious

# Risky online behavior is contributing to increasing digital crime

These behaviors open consumers up to potentially damaging occurrences like ransomware, malware, data theft and other forms of digital crime.



**1 in 2**

people who open emails from unknown senders (51%) or who download software from unknown origins (50%) have experienced digital crime



of people who use the same password across multiple accounts have experienced digital crime

79% of Americans acknowledge they **need more personal online protection**, but varied obstacles stand in their way

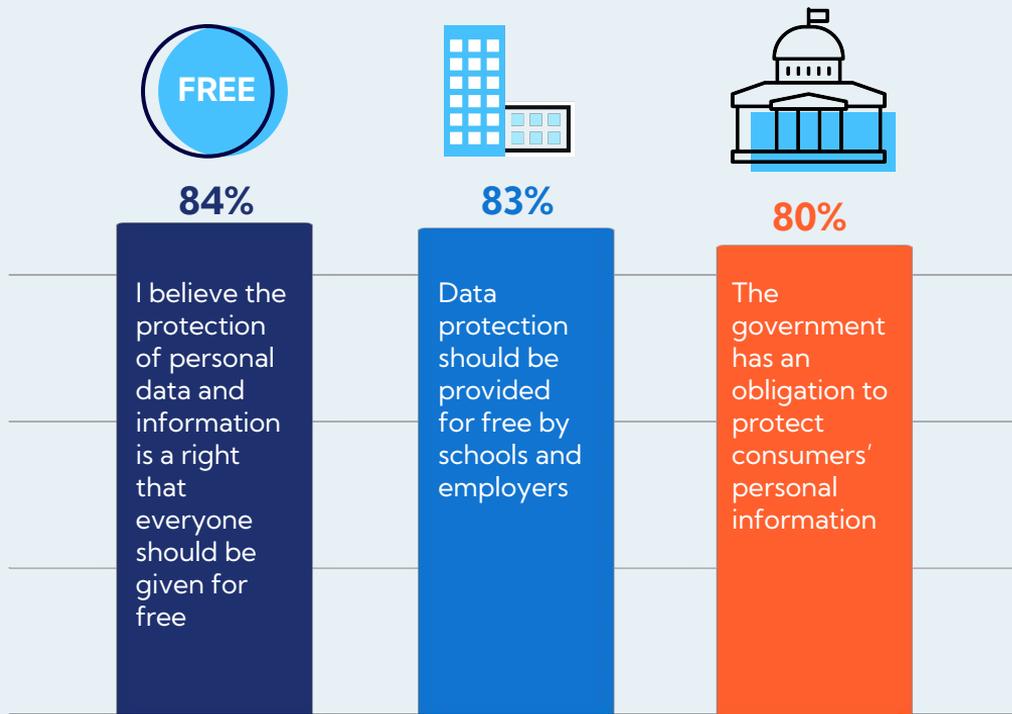
What prevents you from doing more to protect your personal information online?



*Respondents selected multiple responses*

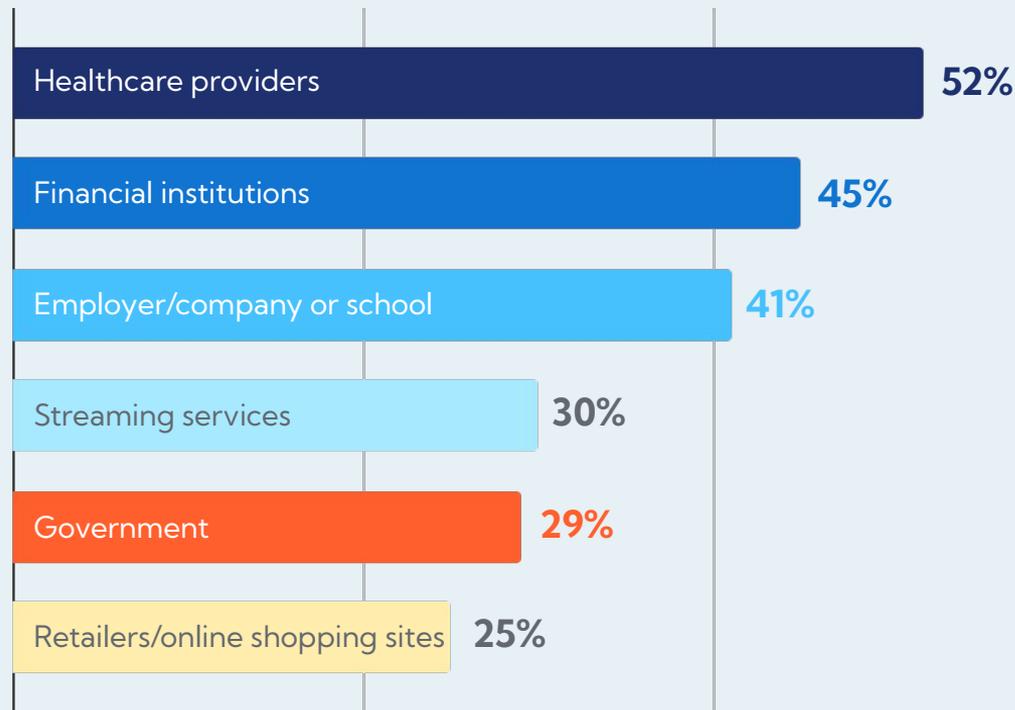
An overwhelming majority of Americans believe the U.S. government has an **obligation to protect** consumers' personal information.

How much do you agree or disagree with each of the following statements?



However, many Americans have a **low level of trust in institutions** to keep their data safe

How much do you trust each of the following to protect your personal information?



# Methodology

The survey was conducted online within the United States by The Harris Poll on behalf of Aura from August 13–17, 2021 among 2,050 adults ages 18 and older. A separate question was fielded from September 9–13, 2021 among 2,054 adults ages 18 and older.

Results were weighted where necessary to bring them into line with their actual proportions in the population.

These online surveys are not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.

For complete survey methodologies, including weighting variables and subgroup sample sizes, please contact [media@aura.com](mailto:media@aura.com).

