AURA

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

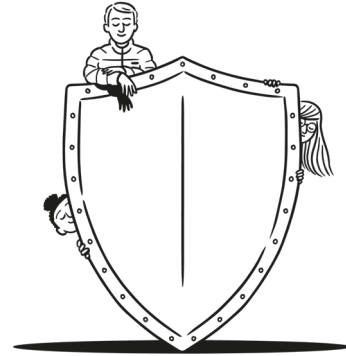## The internet should be a safe place for everyone but it isn't.

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.

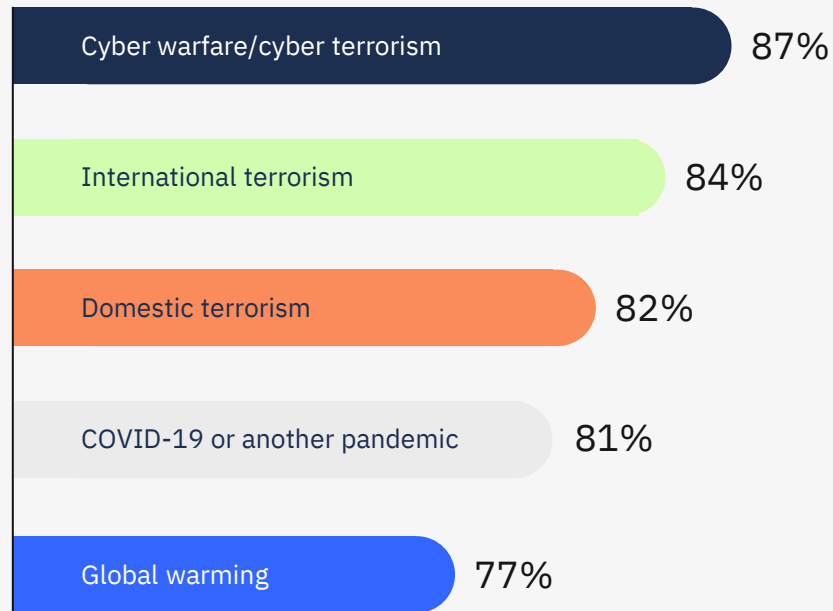For more information on Aura's simple, all-in-one digital security app, go to www.aura.com.

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?

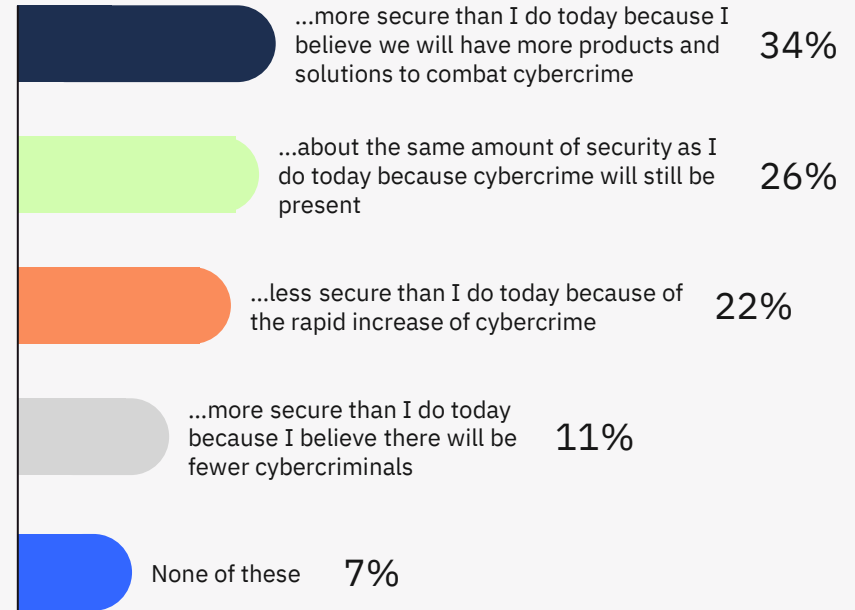|	
Cyber warfare/cyber terrorism	87%
International terrorism	84%
Domestic terrorism	82%
COVID-19 or another pandemic	81%
Global warming	77%

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..."

...more secure than I do today because I believe we will have more products and solutions to combat cybercrime	34%
...about the same amount of security as I do today because cybercrime will still be present	26%
...less secure than I do today because of the rapid increase of cybercrime	22%
...more secure than I do today because I believe there will be fewer cybercriminals	11%
None of these	7%

76%

of Americans recognize that data breaches are serious

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.

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.

74%
of people who use the same password across multiple accounts have experienced digital crime
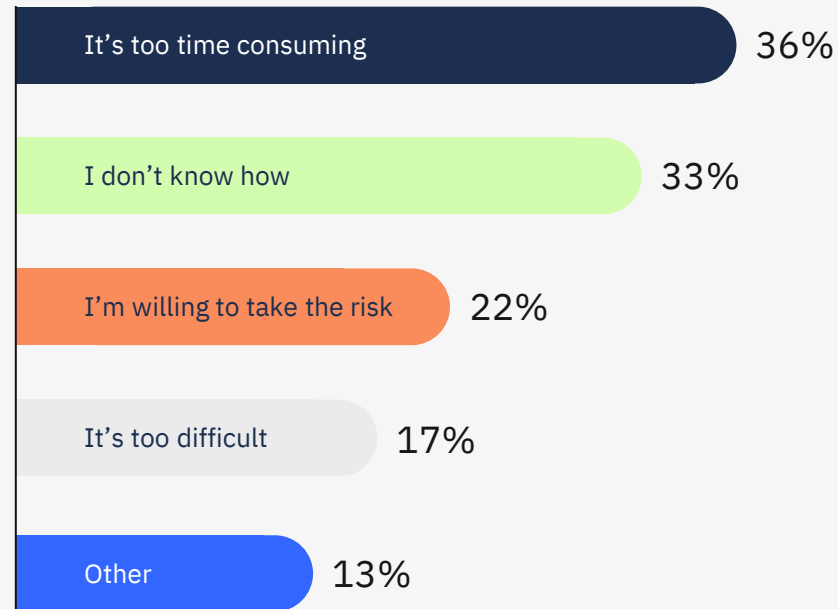
1 in 2
people who open emails from unknown senders (51%) or who download software from unknown origins (50%) have experienced digital crime

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?

Response	Percentage
It's too time consuming	36%
I don't know how	33%
I'm willing to take the risk	22%
It's too difficult	17%
Other	13%

Respondents selected multiple responses

An overwhelming majority of Americans believe the U.S. government has an obligation to protect consumers' personal information
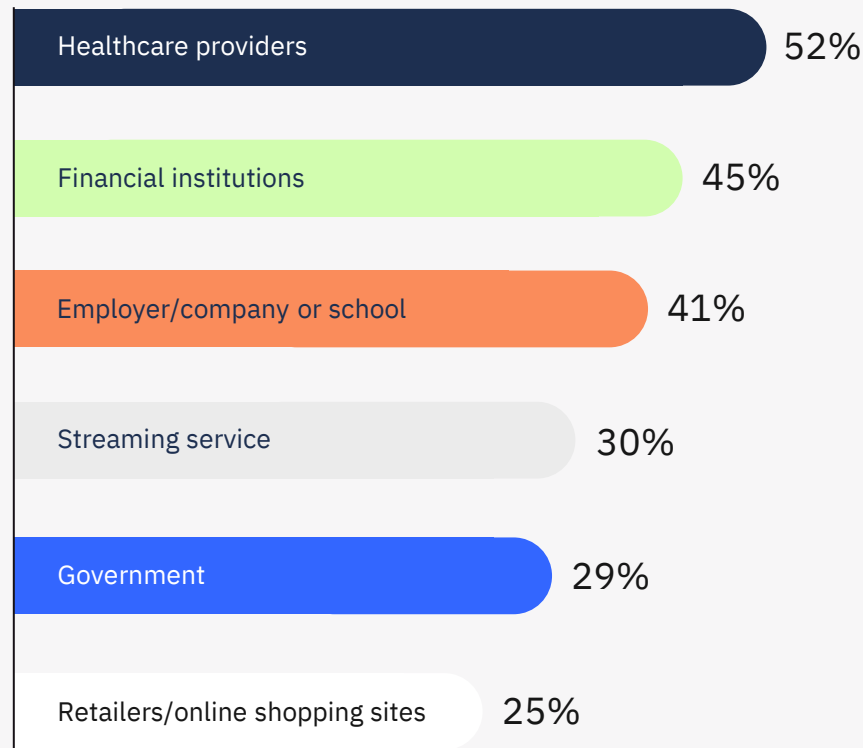
How much do you agree or disagree with each of the following statements?

84%

I believe the protection of personal data and information is a right that everyone should be given for free

83%

Data protection should be provided for free by schools and employers

80%

The government has an obligation to protect consumers' personal information

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?

Institution	Percentage
Healthcare providers	52%
Financial institutions	45%
Employer/company or school	41%
Streaming service	30%
Government	29%
Retailers/online shopping sites	25%