

ĀURA

# Trick or Threat: A Report on America's Digital Worries



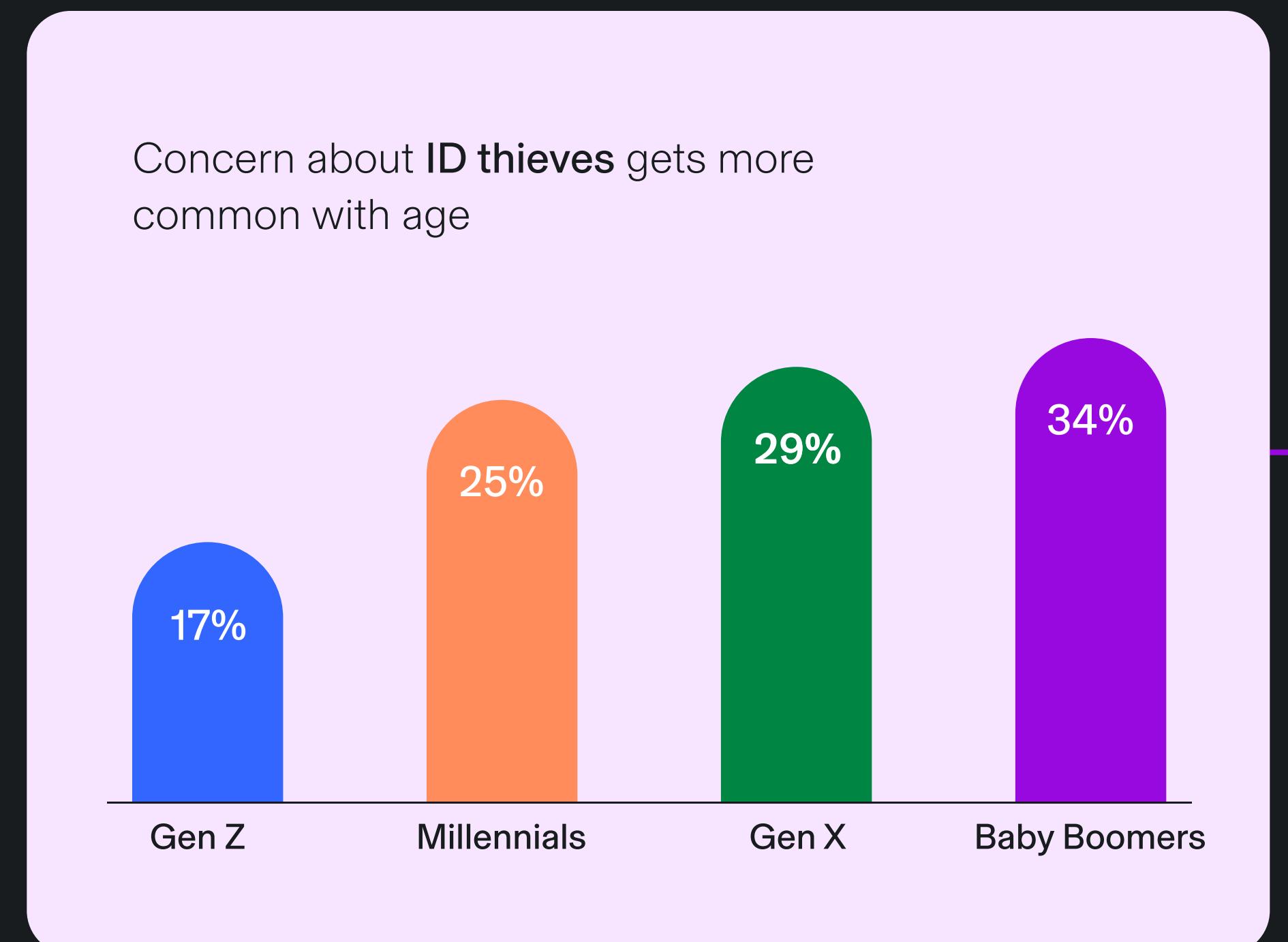
# Online Creatures Creeping into Our Nightmares



28% of Americans say identity thieves are the online creature (digital threat) they are most afraid of when it comes to personal safety and security. Closely followed by personal data breaches (25%).



Women are more likely than men to say they are concerned about **ID thieves** (30% Women vs 25% Men)



**Survey Question:** Which digital threat 'online creature' are you most afraid of when it comes to your personal safety and security?

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# Who's afraid of hackers?

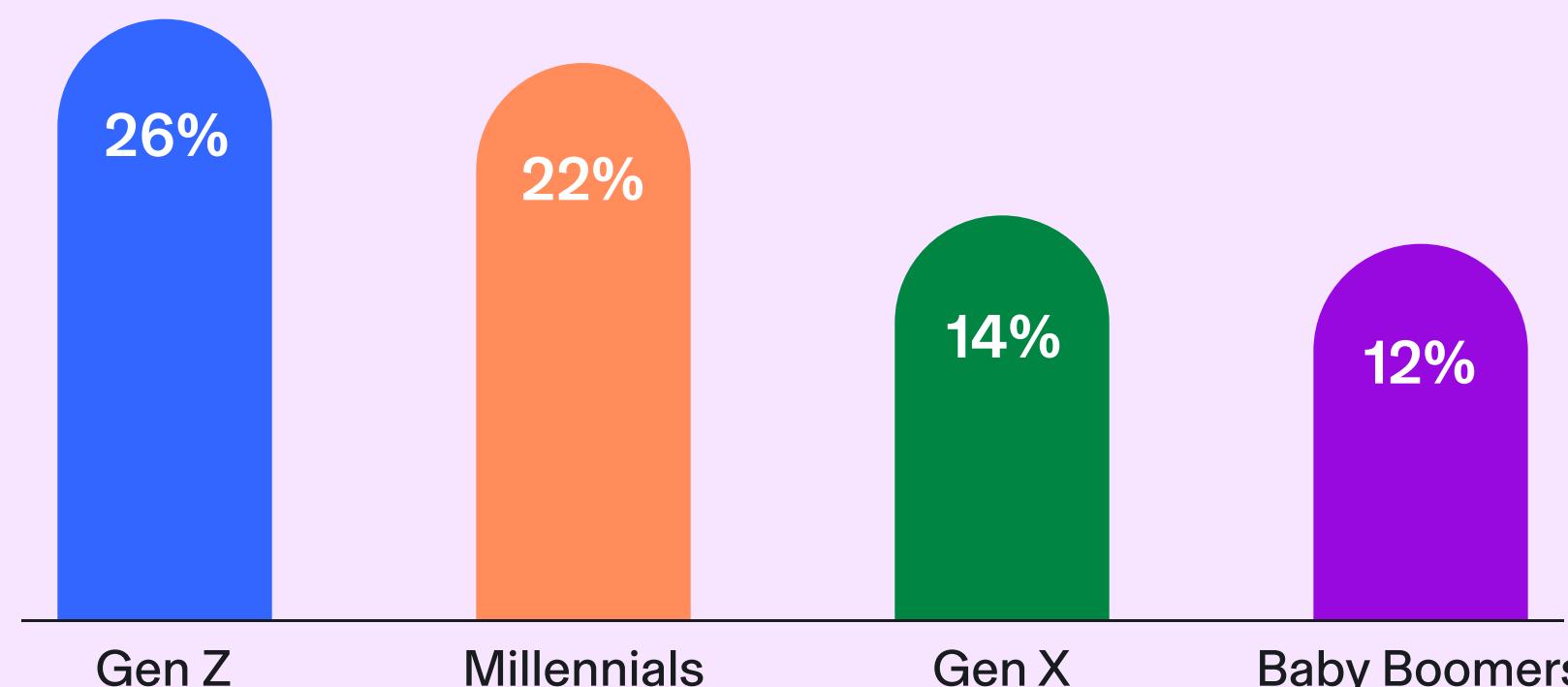
20%

Men (20%) are more likely to be concerned about **hackers** than women (16%)

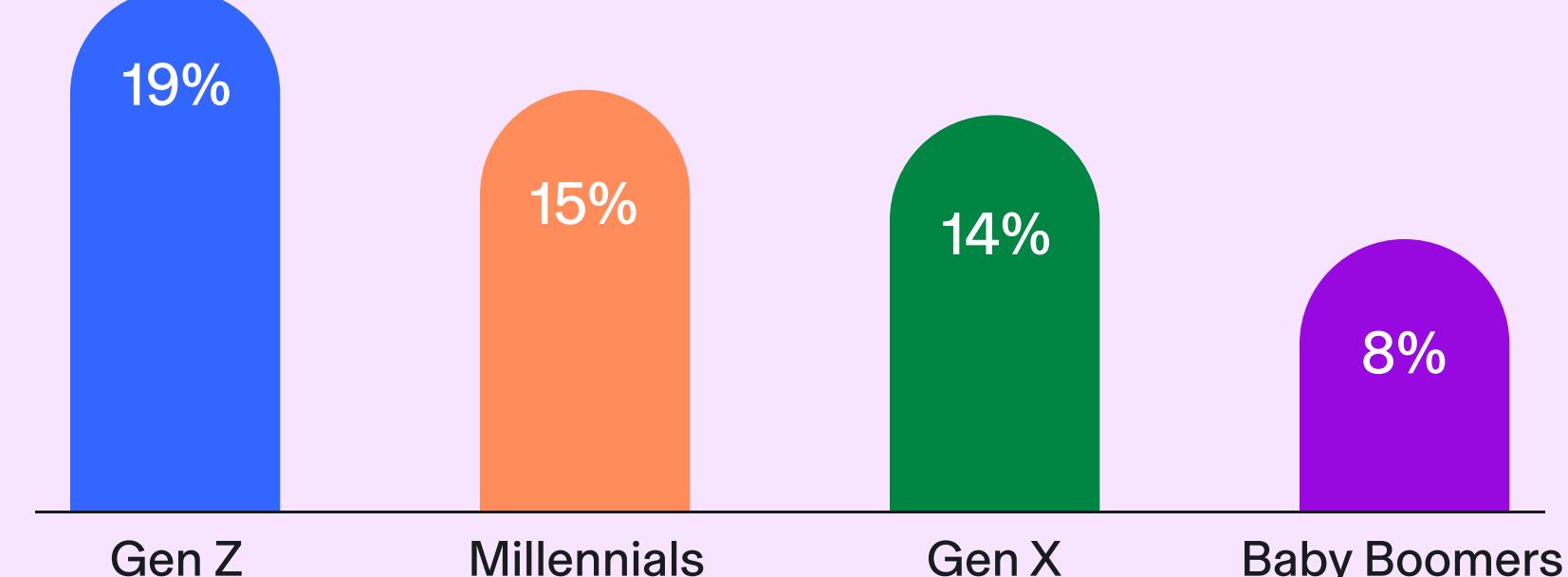
16%

This is also true for **online scams** (Men 16% vs. Women 11%)

Young Americans are more likely to be concerned about **hackers** than older Americans



The same goes for **online scams**.

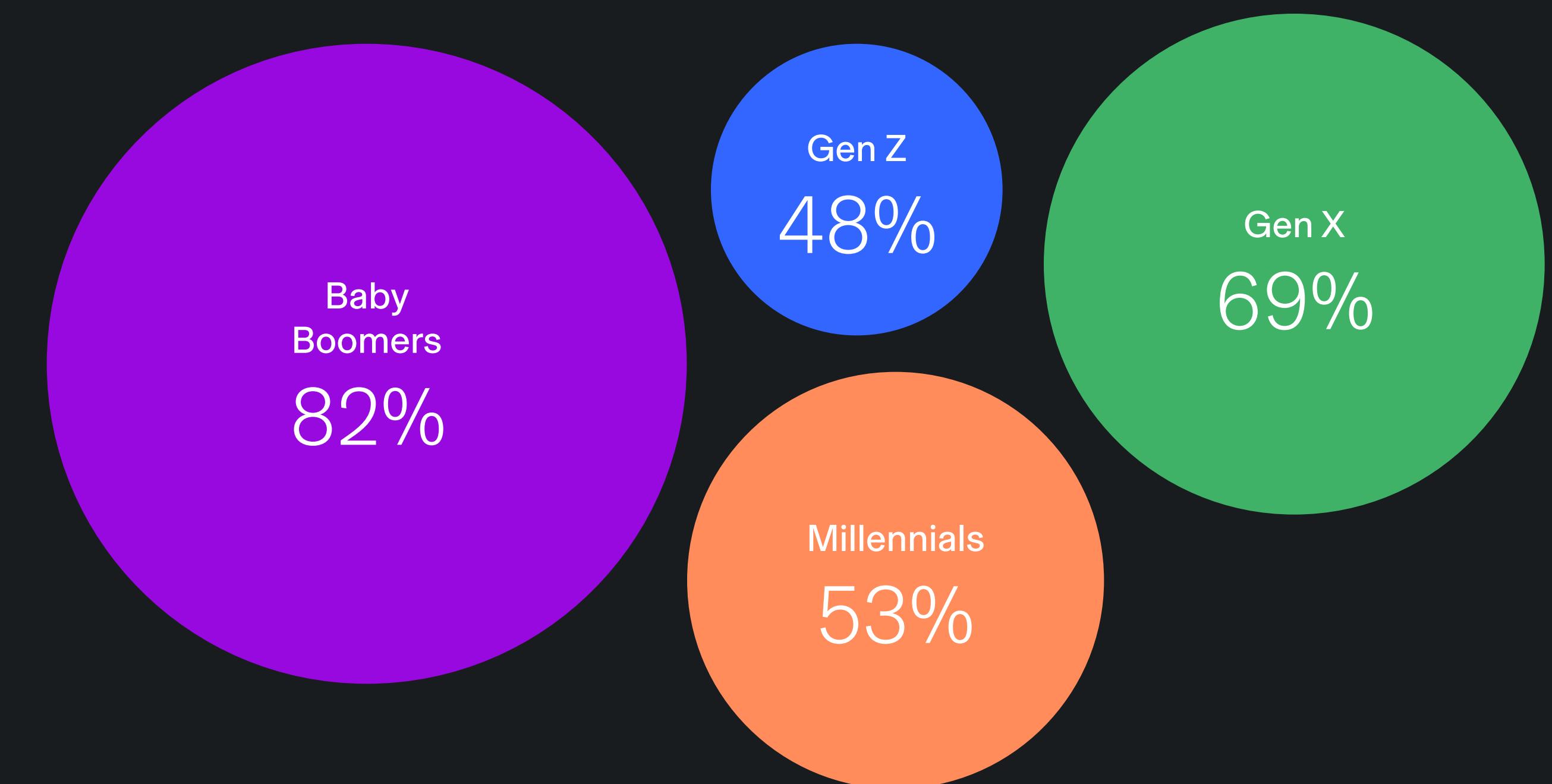


**Survey Question:** Which digital threat 'online creature' are you most afraid of when it comes to your personal safety and security?

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# Digital Dread: The Information We're Most Afraid of Losing in a Security Breach

Across generations, Americans are most concerned about losing their **financial / online banking records** in a data breach.



**Survey Question:** Which of the following types of your digital information are you most worried about being stolen in a potential security breach (i.e., an unauthorized person gaining access)?

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# Keep Out! No Trespassing in Our Internet Histories

# Americans don't want any of the following poking around in their internet histories.

36%

Potential Employers

34%

Coworkers

31%

Friends

22%

Siblings

21%

Parents

20%

Other Family

19%

Spouse / Significant Other

15%

Children

Any of the above

**65% of Americans** would have an issue with someone accessing their browsing history

**68% of Men** would have an issue with someone accessing their browsing history (compared to 61% of women)

**73% of Gen Z and 71% of Millennials** would have an issue with someone accessing their browsing history.

None of the above

**39% of Gen X and 42% of Boomers** wouldn't have any issue with anyone accessing their browsing history.

**Survey Question:** Who would you not want to have access to your browsing history? Please select all that apply.

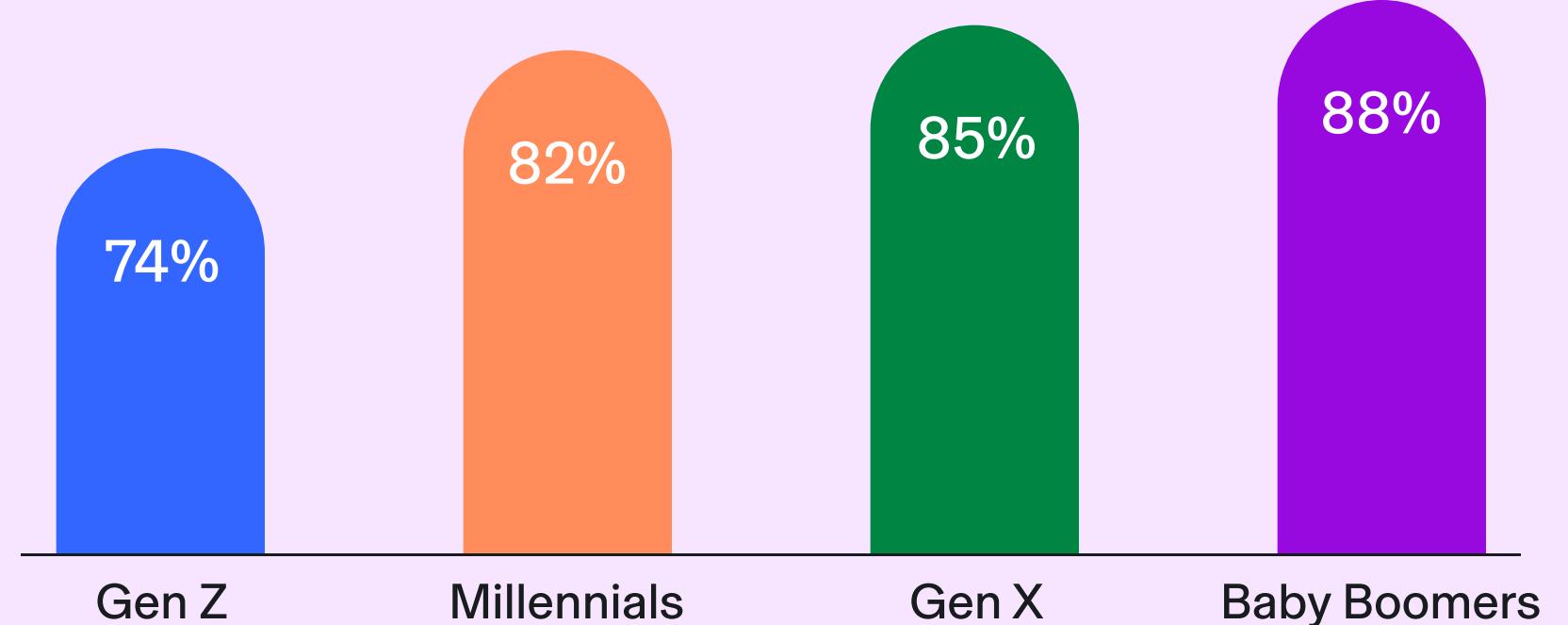
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# Digital Demons: The Spooky Side of Data Collection

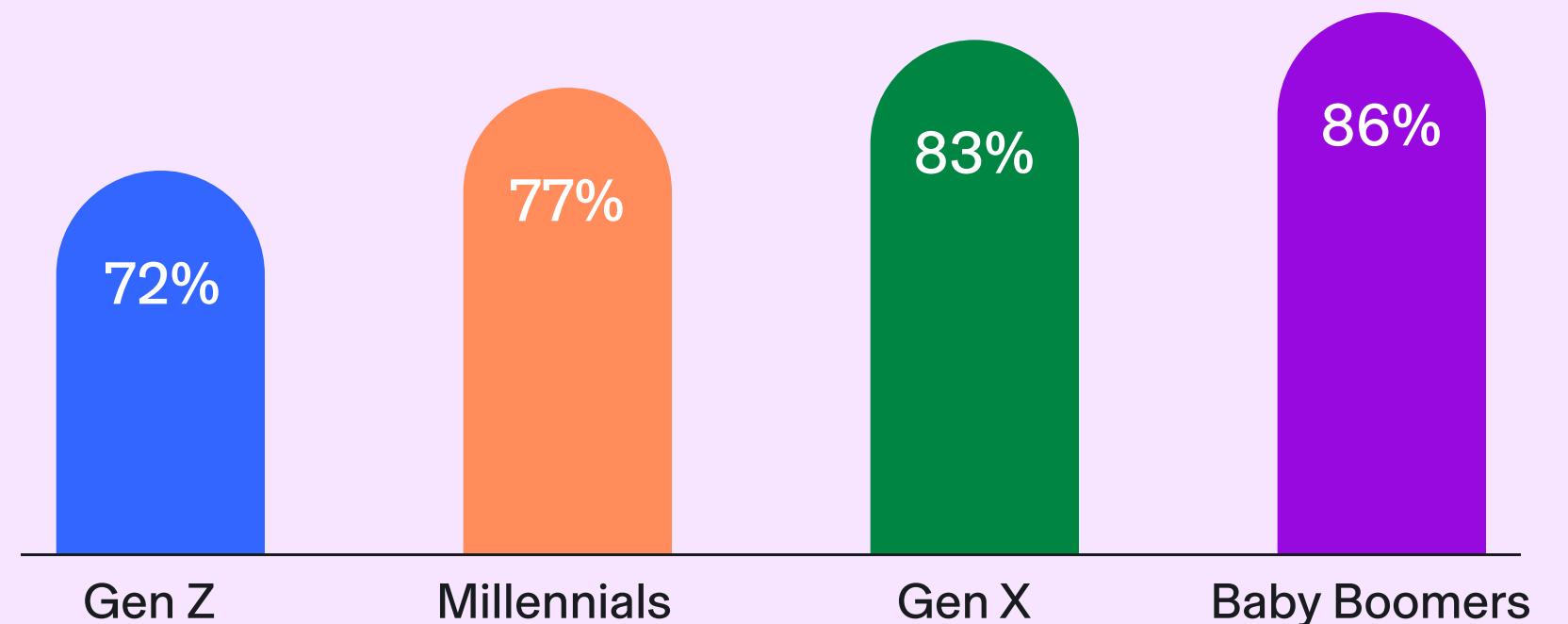


83% of Americans are worried (very / somewhat) about **hackers stealing their private data** and 81% are worried about **data companies collecting their private data**. Concern grows with age.

Very / Somewhat Worried that **hackers** will steal my private data:



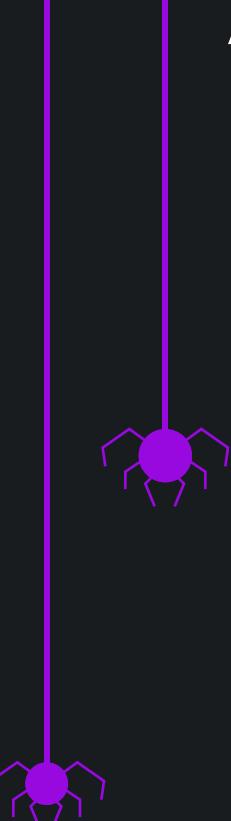
Very / Somewhat Worried that **data companies** are collecting my private data:



Survey Question: How worried are you about each of the following? Hackers stealing my private data; data companies collecting my private data (e.g., social security number, passwords, financial records, email addresses)

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# Creepy Concerns: Apps and Services We're Most Afraid Will Be Hacked



Across generations, Americans are most worried that their **financial apps** will be hacked and that concern grows with age.



Apps & Services	Gen Z	Millennials	Gen X	Baby Boomers
Financial Apps	39%	48%	65%	76%
Social Media	20%	18%	11%	6%
Email	15%	11%	8%	8%
Cloud	8%	8%	8%	2%
Streaming	9%	9%	2%	2%

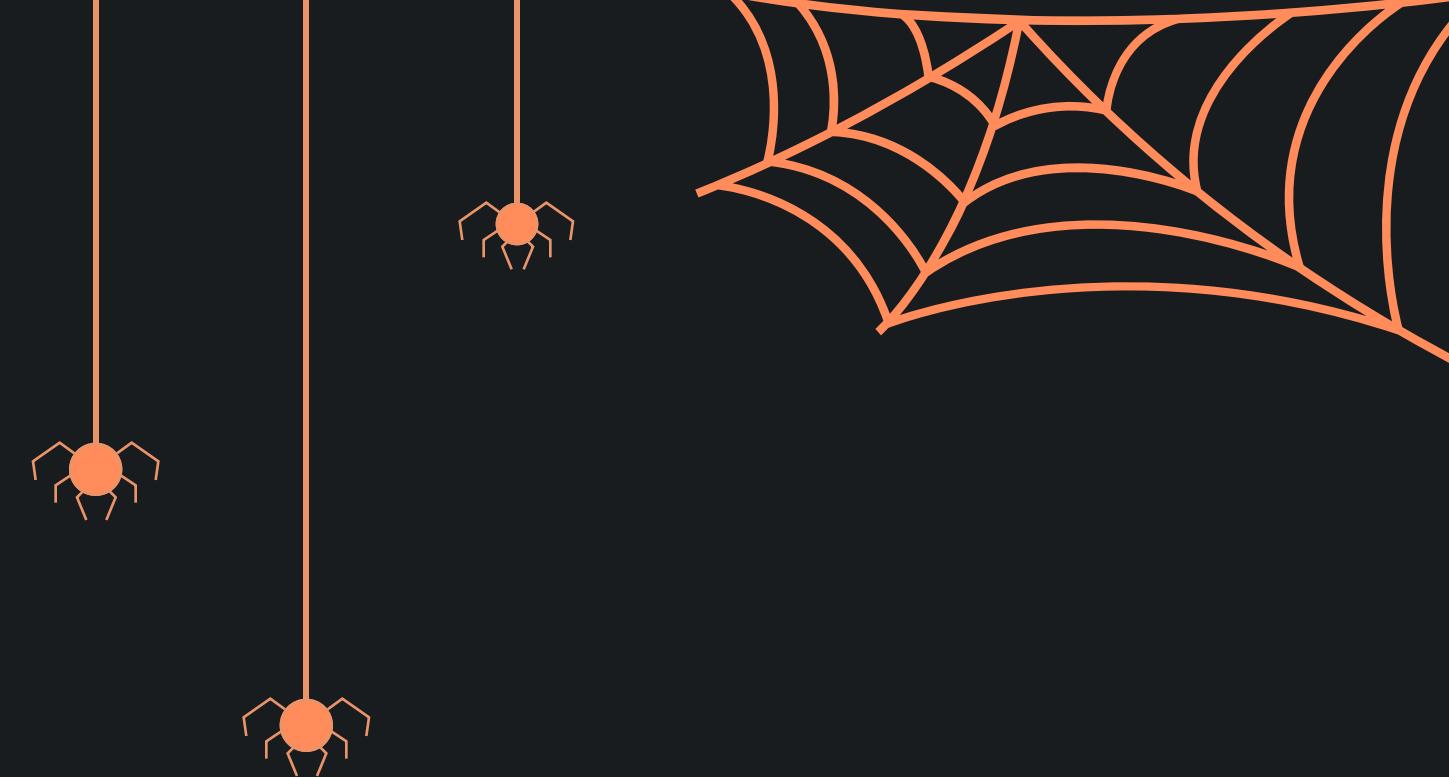
1 in 5 Gen Z-ers is most worried that their **social media accounts** will be hacked



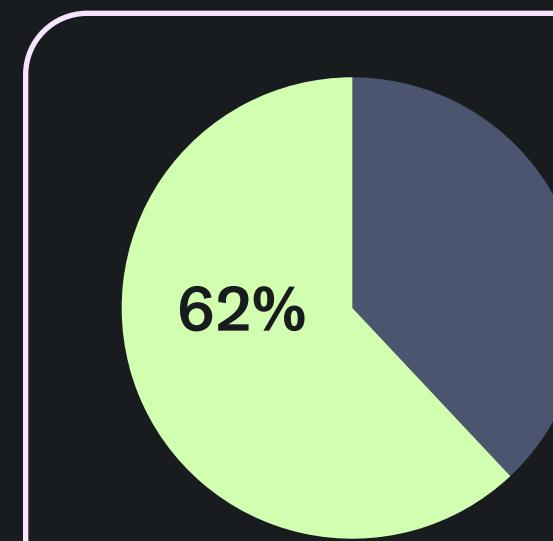
**Survey Question:** Which type of app or online service that you use are you most worried about being hacked or compromised?

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# A(nxiet)y I(nducing) Attacks: If AI Could 'Turn on Them' ...

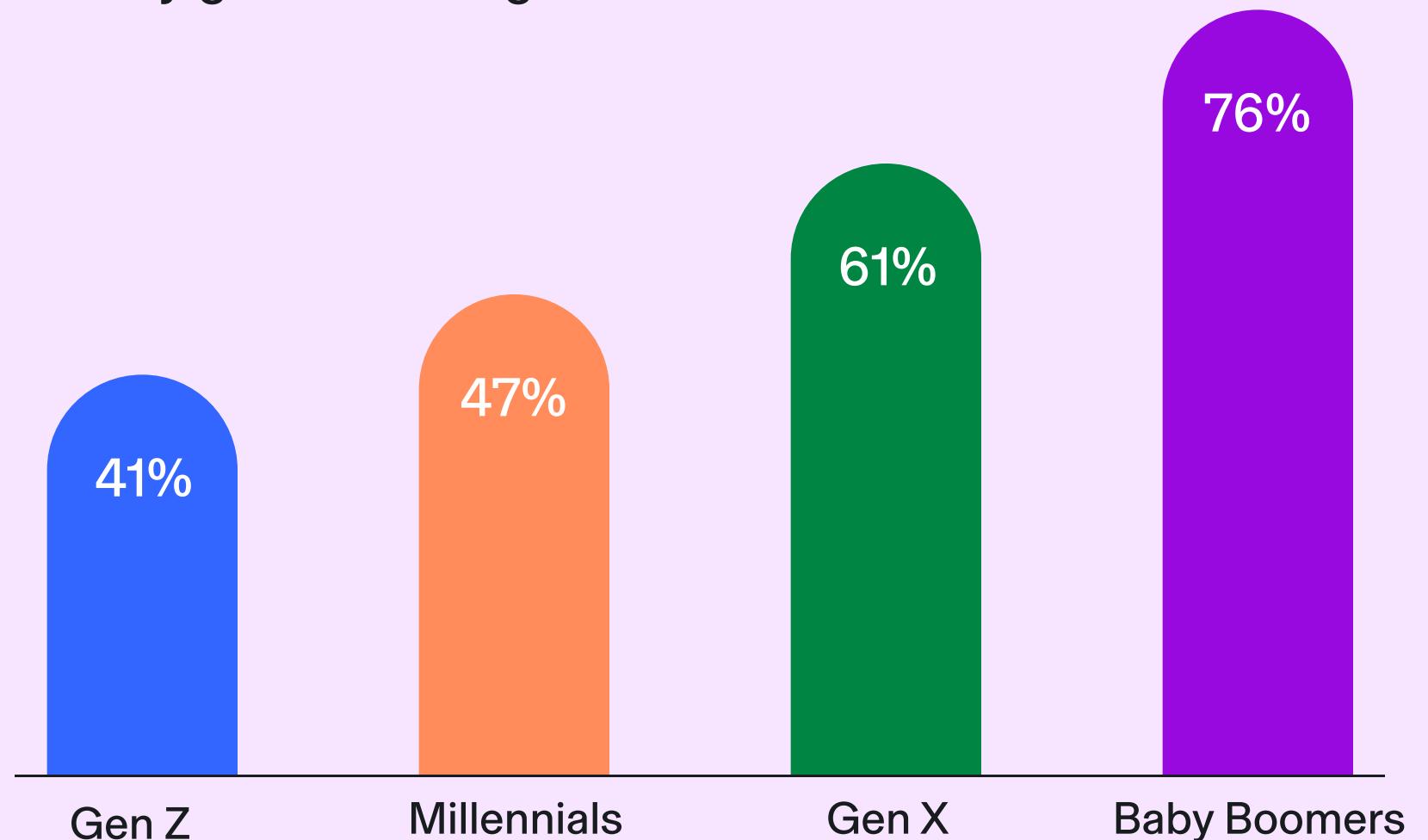


More than half of Americans (59%) say hacking their financial accounts and taking control over their finances would be its scariest potential move



Women (62%) are more likely to be concerned than Men (56%)

The fear is consistent across generations, but worry grows with age



Survey Question: If AI could 'turn on you,' what do you think would be its scariest potential move? Which of the following 'cyber zombie' AI (artificial intelligence) attacks worry you most?

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# And, when asked which of the following worried them most...

Number 1

**29%**

of Americans say AI hacking my online identity and taking control

Number 2

**17%**

of Americans say AI bots impersonating people to scam me

Additionally...

**13%**

of Americans say AI bots manipulating public opinion or elections through deep fakes



Boomers are more likely to be concerned about AI manipulating public opinion / elections through deep fakes (17%) than Millennials (12%) or Gen X (11%)

**10%**

of Americans say AI bots speaking fake news and disinformation on social media

**13%**

of Americans say AI surveillance tracking my every move



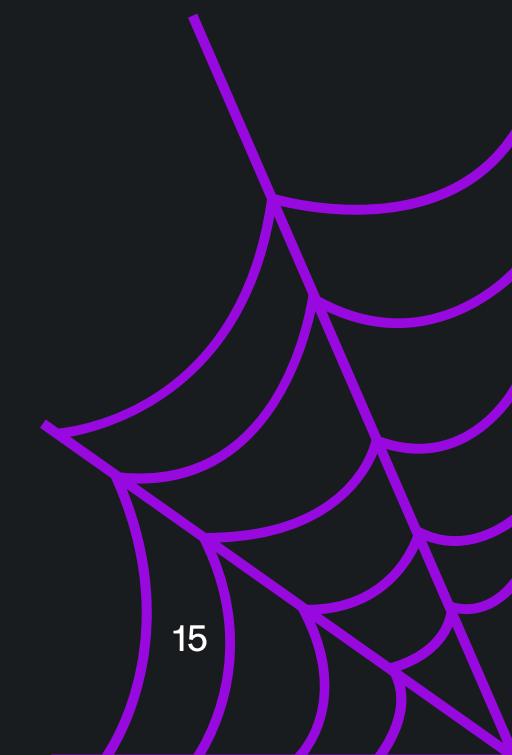
Millennials (16%) are more likely to be concerned than Baby Boomers (11%) about AI surveillance tracking their every move



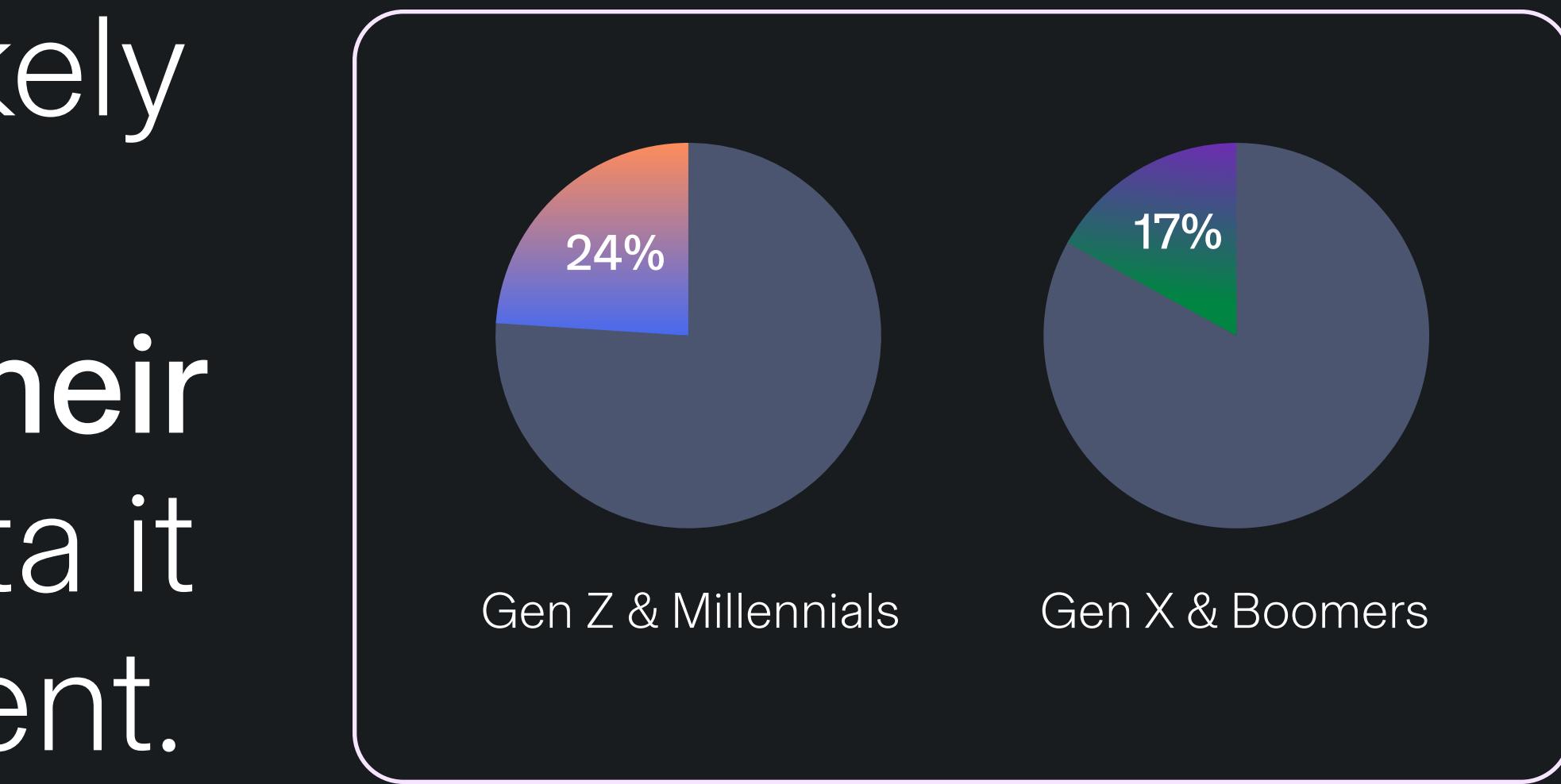
15% of parents of kids under 18 are most concerned with AI surveillance tracking their every move

**Survey Question:** If AI could 'turn on you,' what do you think would be its scariest potential move? Which of the following 'cyber zombie' AI (artificial intelligence) attacks worry you most?

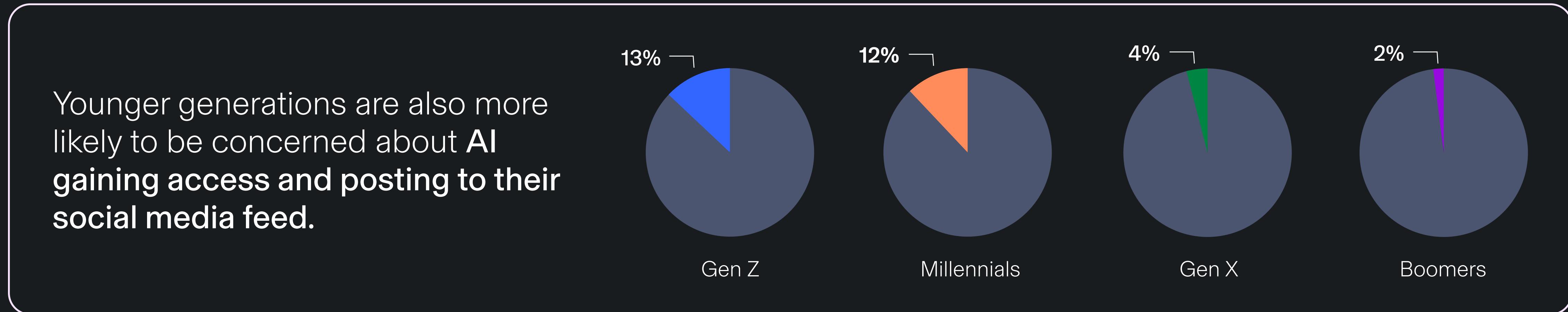
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Younger generations are more likely to be concerned than older generations about **AI exposing their personal data online** through data it has collected without their consent.



Younger generations are also more likely to be concerned about **AI gaining access and posting to their social media feed**.



**Survey Question:** If AI could 'turn on you,' what do you think would be its scariest potential move? Which of the following 'cyber zombie' AI (artificial intelligence) attacks worry you most?

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# AI in Disguise: What Would AI Be for Halloween?



# What Would AI Be for Halloween?



27%

**Zombie:** Relentless and often mindless pursuit of their objectives, operating with a singular focus on their programmed tasks



22%

**Frankenstein:** Unintended outcome of human ambition, brought to life through scientific experimentation



18%

**Dracula:** Charming and sophisticated, offering impressive capabilities and transformative potential



18%

**Witch:** Powerful, mysterious forces beyond the understanding of the average person

**Survey Question:** Which Halloween character do you think best resembles AI in human form?

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