Italy

Demographic Summary

- 1,011 general consumer in Italy surveyed

- The majority of respondents had three connected devices in the home (20%); 19% had four; 13% had five, two and eight or more… (lower figures continue)

- 62% primarily use a personal phone for work

- 33% had children under 16; 24% had children 16 and over; 54% had none

Highlights – Italy

56% are worried about their connected devices being hacked/attacked

71% frequently use personal devices to write/send work emails

39% of respondents rely on common sense when it comes to online and device security behavior
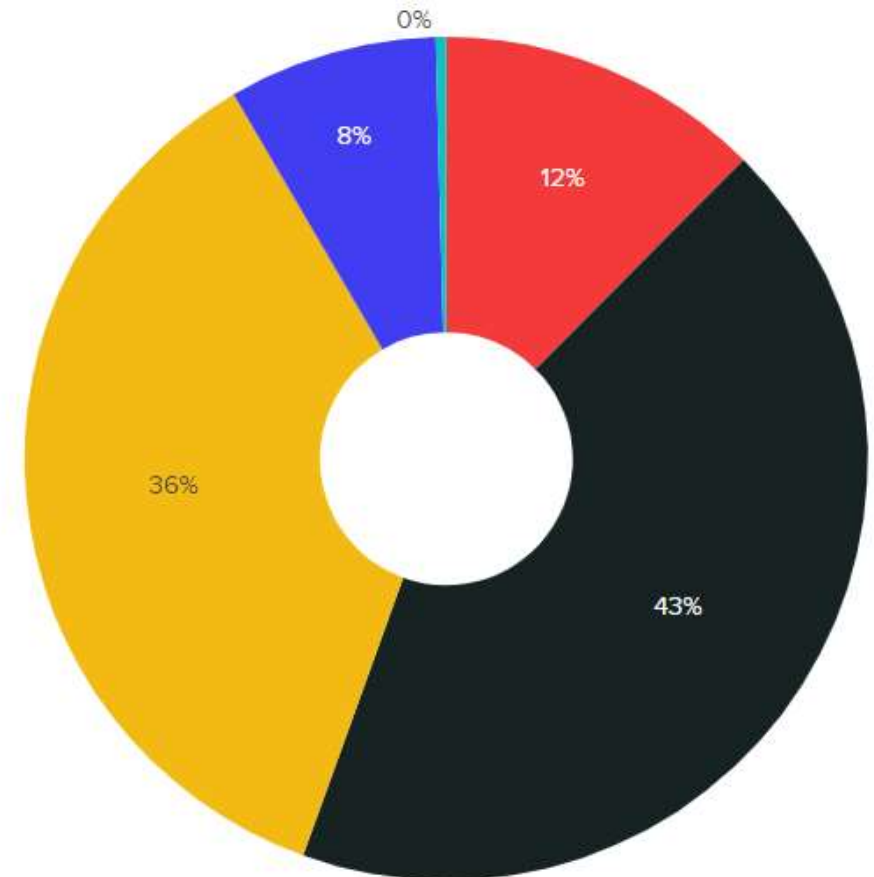
18% have never changed their wifi password

How worried, if at all, are you about your connected devices being hacked/attacked?

- 56% worried about being hacked [net] v 44% who are not worried

- Age 25-34 are the most worried of all ranges

- Those with younger children are the most concerned

Very worried ■ Somewhat worried ■ Not very worried ■ Not worried at all
■ I don't have any connected devices in my home

0%
8%
12%
36%
43%

When, if ever, was the last time you changed your private wifi-password?

- 46% have updated their password in the past 6 months

- 18% say they have never updated it

- 25% updated their password over a year ago
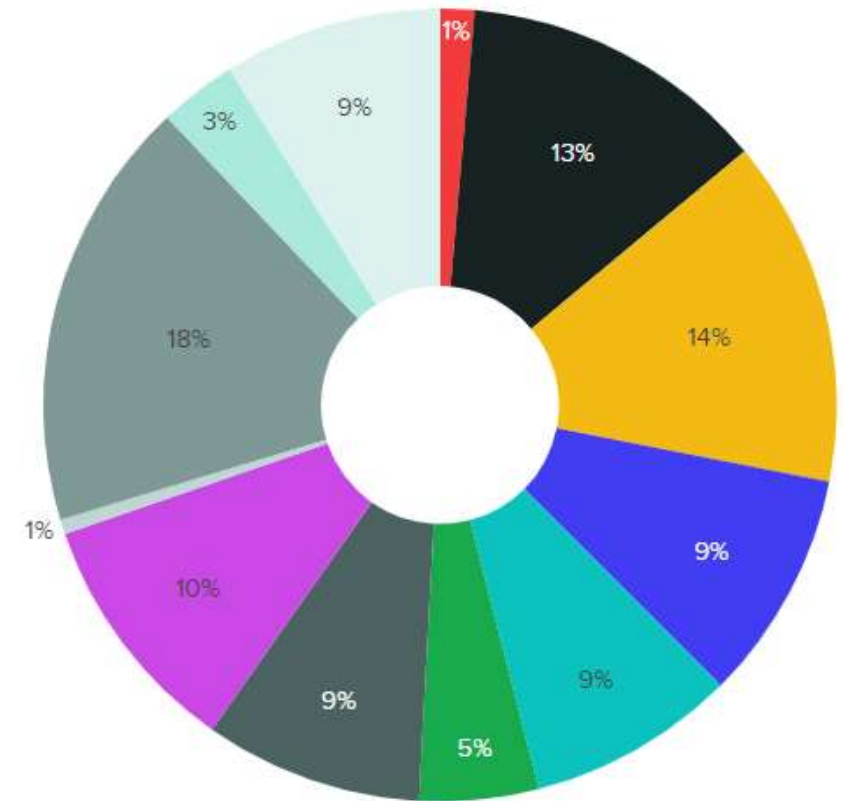
Within the last week, please specify in days ■ 2-3 weeks ago ■ 1 month ago ■ 2-3 months ago ■ 4-6 months ago
■ 7-11 months ago ■ 1 year ago ■ 2-5 years ago ■ More than 5 years ago, please specify in years ■ Never Show more

Have the following made you think your personal data is more or less at risk now than 12 months ago? (1)

Personal Cybercrime Reports (eg your friend/family being hacked)

- 45% feel more at risk

- Younger demographics are considerably more concerned than older

- 55+ are the least concerned

- Almost half (48%) of office workers think they're more at risk

Legend: Much more at risk · Somewhat more at risk · Neither more nor less · Somewhat less at risk · Much less at risk · Not applicable

- 12% Much more at risk
- 33% Somewhat more at risk
- 39% Neither more nor less
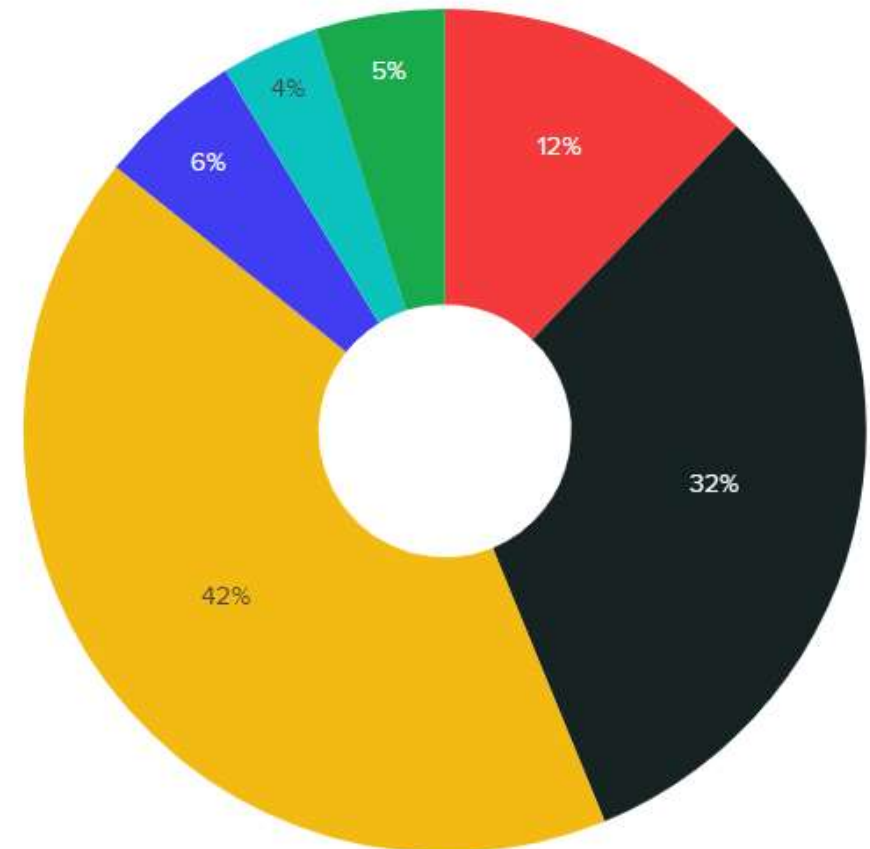- 6% Somewhat less at risk
- 4% Much less at risk
- 6% Not applicable
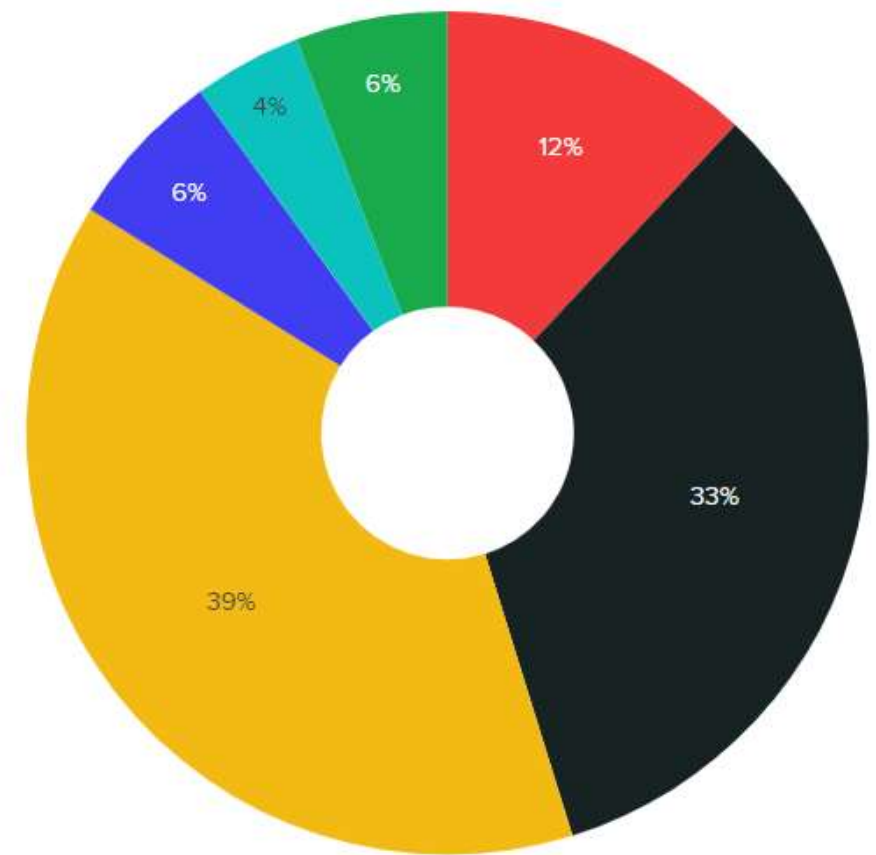
Have the following made you think your personal data is more or less at risk now than 12 months ago? (2)

Corporate Cybercrime News (eg news of a company being hacked)

- 44% feel neither more nor less at risk

- 9% think their data is <u>less</u> at risk

- Those with more connected devices feel more at risk than those with two or less

Legend: ■ Much more at risk ■ Somewhat more at risk ■ Neither more nor less ■ Somewhat less at risk ■ Much less at risk ■ Not applicable

12%
32%
42%
6%
4%
5%

Have the following made you think your personal data is more or less at risk now than 12 months ago? (3)

Public Sector Cybercrime (eg medical records being hacked)

- 46% feel their data is more at risk because of these factors

- Similarly, 10% think their data is <u>less</u> at risk

- Worry of risk is quite even between genders and ages

Legend: ■ Much more at risk ■ Somewhat more at risk ■ Neither more nor less ■ Somewhat less at risk ■ Much less at risk ■ Not applicable


Chart values: 11%, 35%, 39%, 6%, 4%, 4%
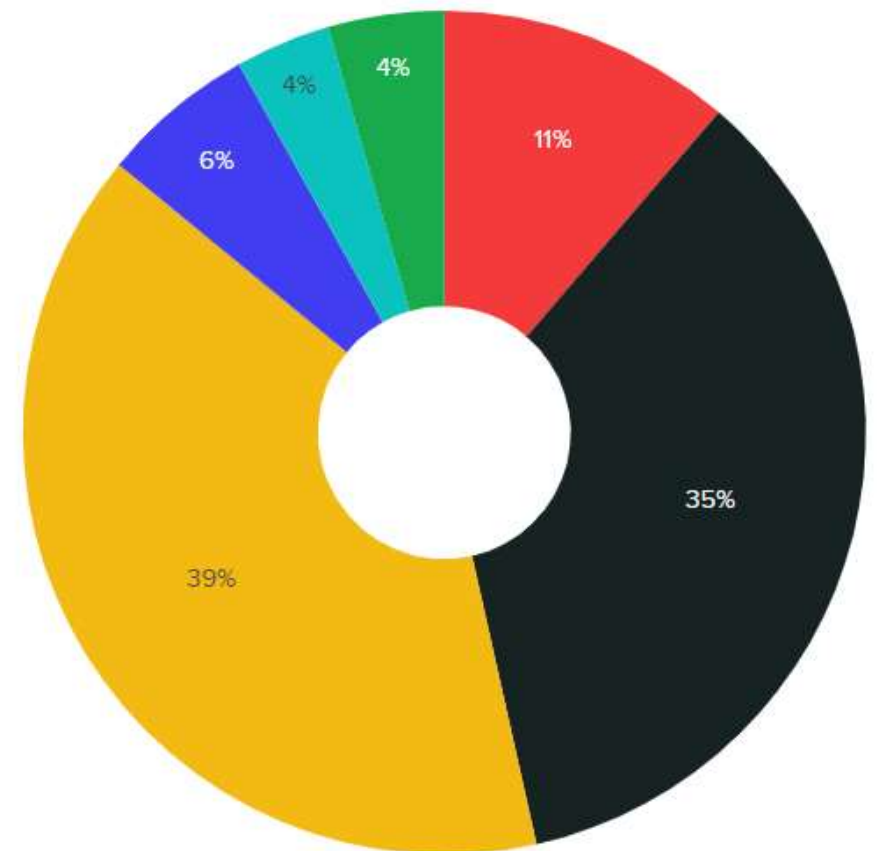
# Do you and/or your family use multi-factor authentication for your devices?

- 79% say they use multi factor authentication [net] – by far the highest in the region

- Only 7% do not know what MFA is

- Reported usage of MFA is largely consistent across ages

Legend: Yes for work ■ Yes for work and personal ■ Yes for personal ■ No ■ I am not sure what multi-factor identification is

- 8%
- 32%
- 39%
- 14%
- 7%
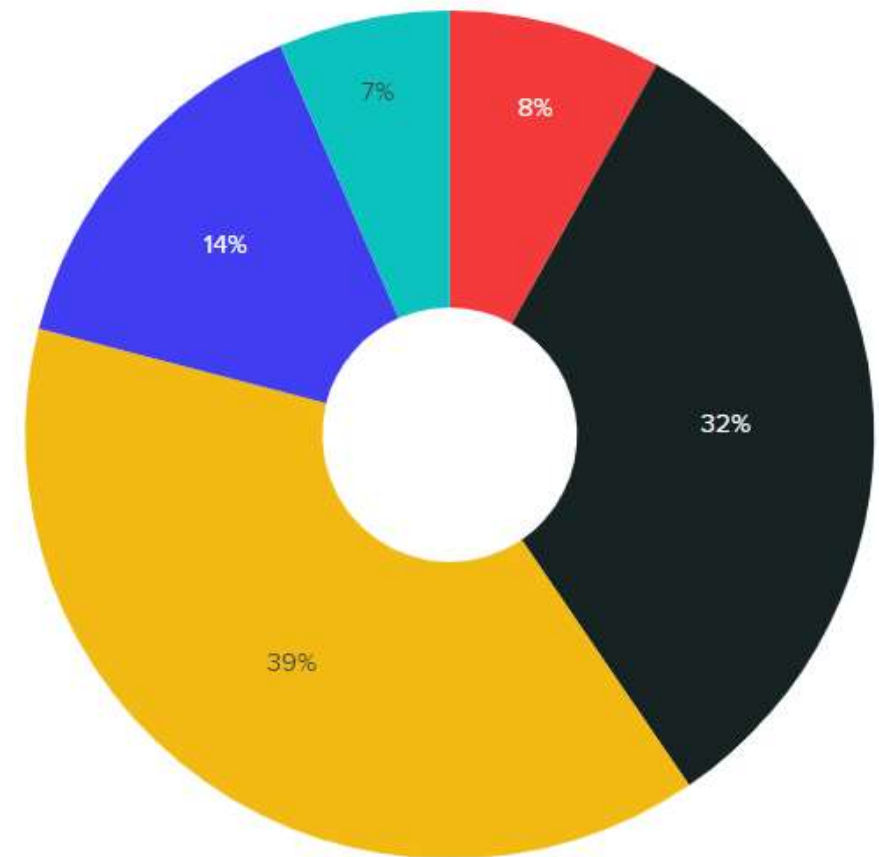
Where do you get information for your online and device security behavior, if anywhere?

- 39% of respondents rely on common sense when it comes to online and device security behavior

- Meanwhile, 35% would refer to media

- 30% turn to friends and family

- Italy has the highest level of respondents in EMEA who would seek advice from state authorities
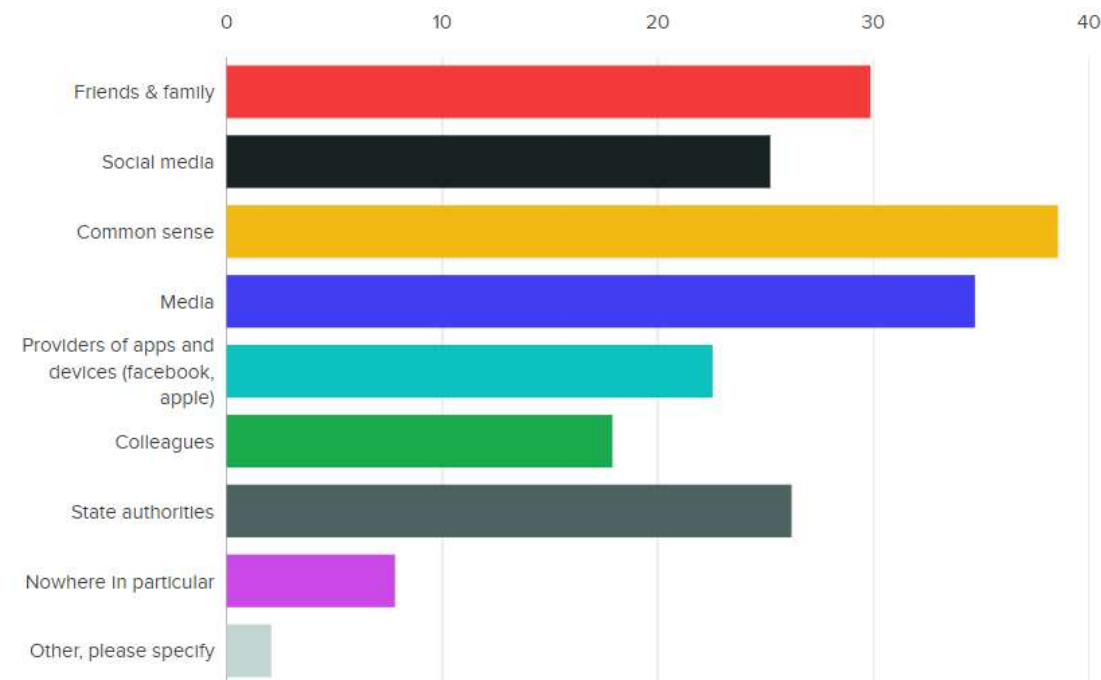
nb. Multiple answers permitted

How often, if ever, do you do the following work activities on your personal devices? (1)
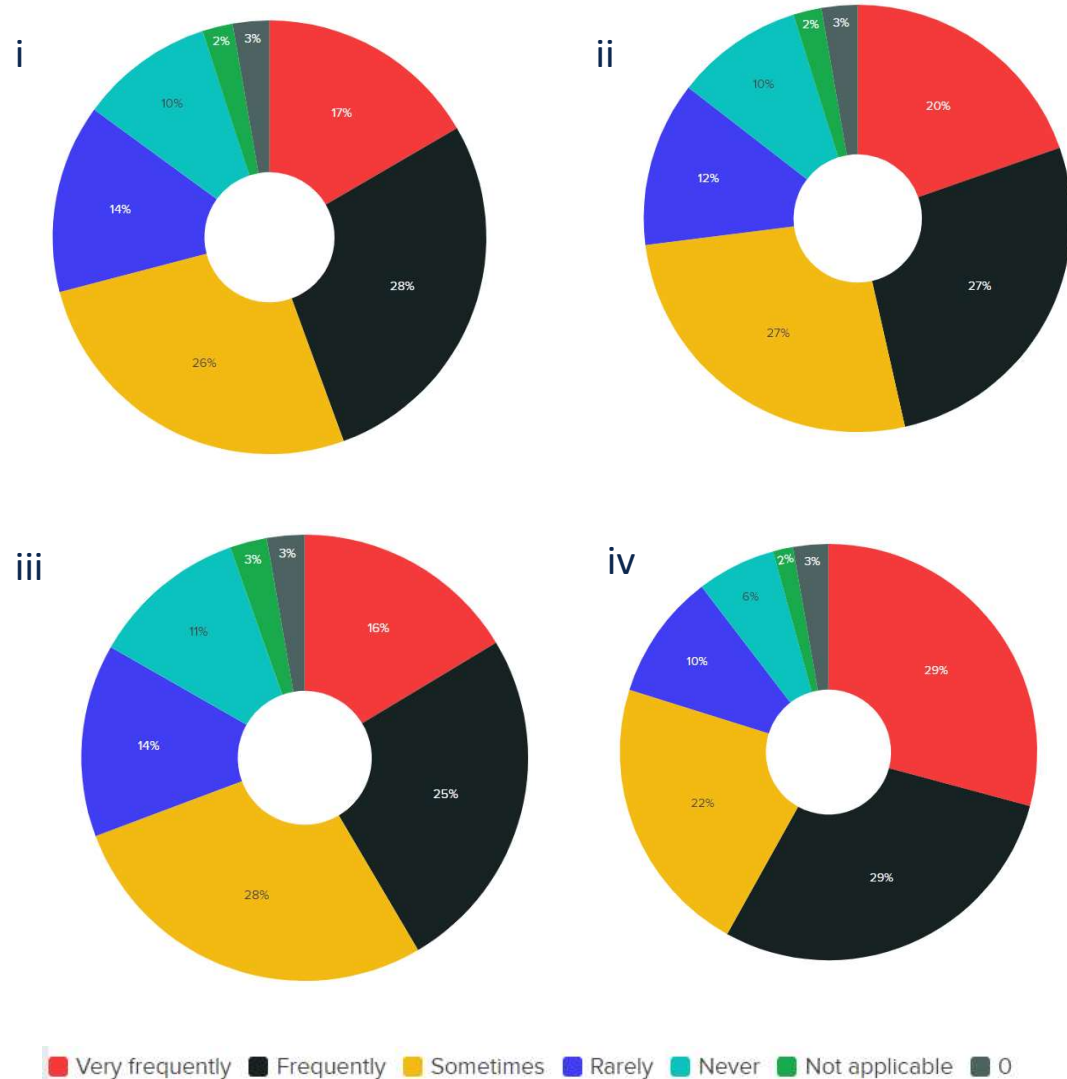
Chat about work topics i
Work on documents ii
Share documents iii
Write/send emails iv

- 53% <u>frequently</u> chat about work topics on a personal device [net] – only 7% <u>never have</u>

- 71% frequently send work emails on personal device [net]

- The younger the generation, the more likely the respondents are to work on or share documents from personal phones

i

ii

iii

iv

■ Very frequently ■ Frequently ■ Sometimes ■ Rarely ■ Never ■ Not applicable ■ 0

CISCO SECURE

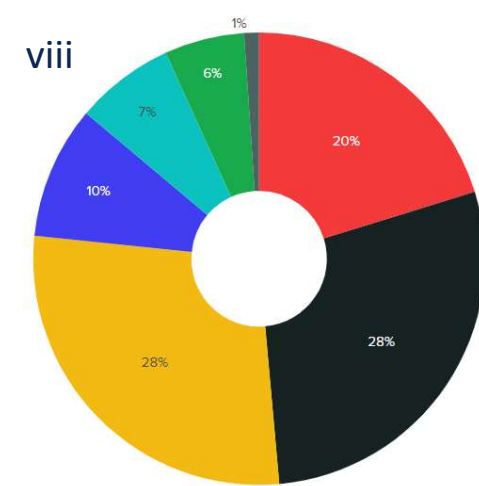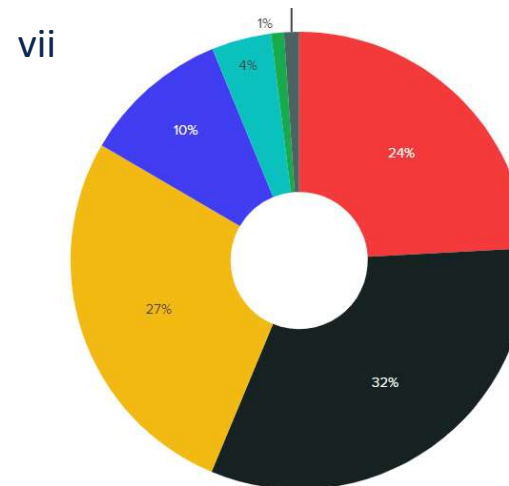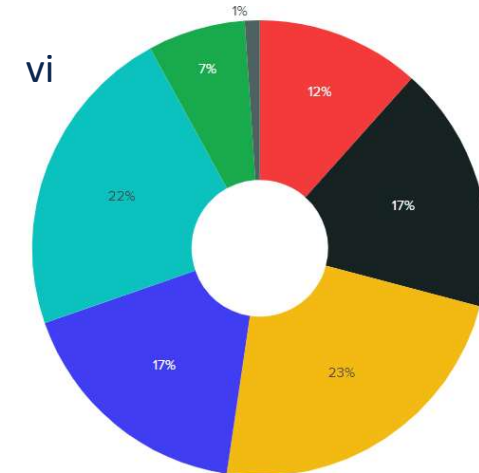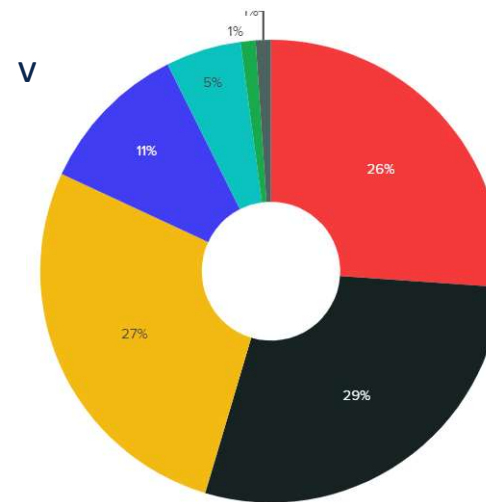# How often, if ever, do you do the following work activities on your personal devices? (2)

Make business calls (internal and external) v
Use apps like Slack/Teams vi
Read articles / complete research for a task vii
Other activities viii

- 55% frequently make business calls on a personal device [net]

- Far fewer – 29% - use personal devices for apps such as Slack or Teams

How often, if ever, do you use public wifi-networks (e.g., in bars/airports etc)?

For personal use i
For work use for basic tasks (e.g., checking emails) ii
For work use for more complex tasks (e.g., logging onto VPN or secured documents) iii

- Considering how many people are worried about being hacked, levels of use of public networks are high among respondents

- Younger users are far more likely to trust public networks
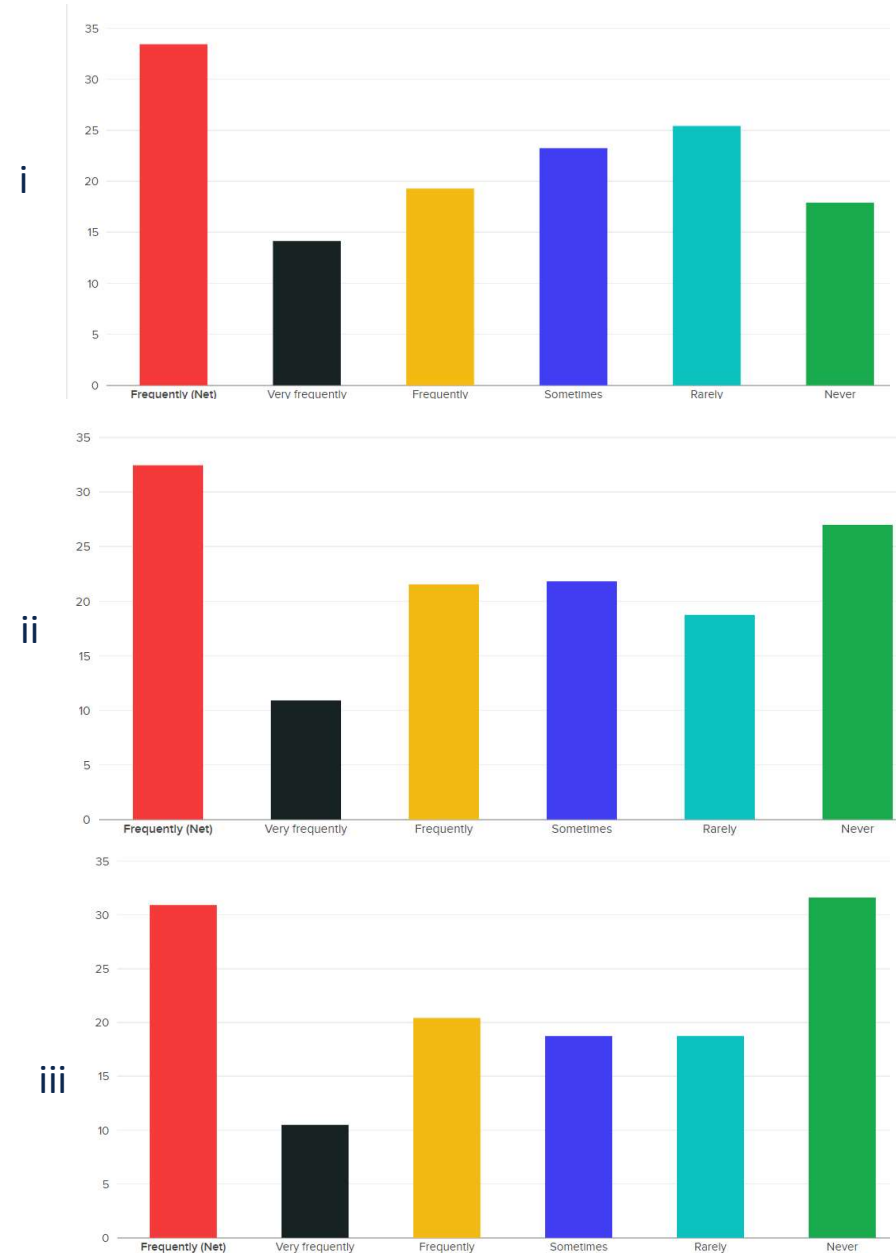
What, if any, overview do you have over the connected devices and services in your household?

- 80% believe they have a good overview of connected devices [net]

- There is minimal disparity between figures across all demographics

0%		
1%		
19%		23%
	56%	

Very good | Good | Average | Poor | Very poor