NEW MEDIA INSIGHTS
FOR LOCAL ADVERTISERS

CYBER SAVVY CONSUMERS ARE GOOD FOR BUSINESS, Part 1

According to Fluent's Devices & Demographics 2017 report, 42.3% of the Americans surveyed made purchases on their smartphones during 2016. Because a smartphone is a mobile device, many of those purchases were made here, there and everywhere, which has increased consumers' vulnerability to cyber threats, including malware and ransomware.

Kaspersky Labs' Consumer Security Risks Survey 2016 of more than 12,000 people, 16 years and older, in 21 countries found that 71% *"use insecure public Wi-Fi in cafés, bars and fast food restaurants."*

Consumers' Actions When Using Public Wi-Fi, August 2016	
ACTION	**PERCENT**
Send and receive files	31%
Make video calls	30%
Log onto Websites and accounts without additional precautions	23%
Shop, bank or make payments online	15%
Access/Use online data storage	13%
Kaspersky Labs, December 2016	

These are the customers of large and small businesses, including many of your advertising prospects and clients. When their customers are cyber attacked, these businesses' systems can also be penetrated, which is a very good reason why retailers and other businesses should be helping to educate their customers about cyber security.

A major challenge for many businesses, especially small, local business owners, is creating social media content. Here is a great opportunity to share information about cyber security with customers. Not only will they feel more secure making purchases from these businesses, which could result in more purchases, but also they will recognize and appreciate business owners' concern for their customers, which creates a higher level of trust and customer loyalty.

Devices Used to Access the Internet Regularly That Have Antivirus/Internet Security Software Installed, August 2016	
DEVICE	**PERCENT**
Any computers	88%
Windows computers	90%
Mac computers	64%
Any mobile devices	57%
Any tablets	57%
Any smartphones	53%
Android devices	64%
iOS devices	39%
Kaspersky Labs, December 2016	

As the table above clearly reveals, mobile devices, especially smartphones, have the least cyber security protection.

The study also found that 70% of those surveyed are aware and concerned about online hacking, but their actions to protect themselves don't match their concerns.

» Just 21% of consumers believe they are targets for cyber attacks.

» Only 60% use a security solution on every connected device they own.

» Only 71% of survey respondents said they use a password to protect all their connected devices; however, approximately 81% have protected their smartphones with a password.

» Only 45% of smartphones are protected with both a password and security software, which is the recommended security solution.

The Vulnerability of Convenience

Other than the "mobility" of a mobile device, it's probably safe to say that "convenience" is the primary benefit of owning and using a mobile device, as it provides access both to your personal and the wider world wherever you may be. It's this convenience that we all like, however, that creates openings for cyber criminals.

The first opening is our regular online activities and the second is the data we store on our devices.

Many of the top online activities require a password and approximately a third or more of consumers store passwords on their devices, which is why 50% are most concerned about cyber criminals accessing account passwords, followed closely by financial assets at 45%.

THE MEDIACENTER considers this topic so important for your prospective and current advertising clients, their customers and you that a part 2 will be published during April and a part 3 during May.

Top 10 Regular Personal Online Activities, by Device, August 2016				
ACTIVITY	**ANY DEVICE**	**COMPUTER**	**TABLET**	**SMARTPHONE**
Email	87%	86%	69%	72%
Financial activities (net)	84%	84%	61%	59%
Online shopping (net)	73%	72%	47%	40%
Using social media sites	71%	67%	61%	67%
Online banking	59%	58%	32%	36%
Watching movies/videos online	56%	53%	45%	36%
Online shopping with credit/debit card or online payment system	56%	54%	32%	28%
Downloading files	55%	54%	29%	31%
Downloading software/apps	50%	44%	35%	40%
Instant messaging/video calling	44%	37%	32%	41%
Kaspersky Labs, December 2016				

Top 10 Types of Data Consumers Store on Their Devices, August 2016				
DATA TYPE	**ANY DEVICE**	**COMPUTER**	**MOBILE**	**SMARTPHONE**
Any private data	87%	83%	88%	72%
Photos/videos/music/ebooks	70%	62%	67%	59%
Any passwords	57%	53%	49%	40%
Personal email messages	56%	51%	50%	67%
Address book/phone contacts	50%	28%	55%	36%
Files for personal use	46%	44%	26%	36%
Any financial data	44%	39%	35%	28%
Passwords for personal e-mail accounts	36%	31%	28%	31%
Passwords for personal online accounts	34%	29%	27%	40%
Messages/Conversations sent through messaging apps	34%	14%	42%	41%
Kaspersky Labs, December 2016				