

Attitudes Towards Online Security - UK - June 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“As people use an increasing number of accounts across a range of connected devices, online security is becoming a more prominent issue. Consumers are willing to trade-off security for convenience to some extent, except when it comes to financial accounts.”

– **Adrian Reynolds, Consumer Technology Analyst**

This report looks at the following areas:

- Do consumers view convenience as more important than online security?
- How are smartphones impacting online security?

The vast majority of people have a wide range of online accounts, accessible through a number of devices, from smartphones to laptops. Personal data and online security have been brought more to the public’s attention by cyber-attacks and data-sharing breaches in the news. New regulation in the form of the GDPR (General Data Protection Regulation) will give people more autonomy over personal data long-term, but online security remains a key issue. There is a clear trade-off between online security and convenience, with many people willing to give up some security to access accounts quickly and simply. However, when it comes to financial accounts, people are happy to take additional steps, such as two-factor authentication.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Do consumers view convenience as more important than online security?

The facts

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The implications

The Market – What You Need to Know

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Two-factor authentication is most popular for financial accounts

Over half of people happy with passwords for most accounts

Nearly half of people use antivirus software on their laptop

People feel most secure sharing data on laptops and desktop computers

People mainly rely on memory to keep track of passwords

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Men are more likely to use technology to manage passwords
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