Online Security and Privacy Study

Harris Interactive, commissioned by Microsoft and The National Cyber Security Alliance, conducted an online study among 2,385 online U.S. adults over the age of 18 to gauge their feelings about several online security and privacy issues. The study attempts to measure the prevalence of online fraud as well as the emotional toll that online scams place on Americans.

Online Security Concerns on the Rise from 2007

U.S. adults indicate online security awareness has grown tremendously in the past two years. The study found that 62% are more concerned about their online security, including:

- 48% who are more concerned about giving personal information online for fear it will be used by cybercriminals
- 37% who are more concerned about shopping online because they have to give their personal information.
- 36% who are less likely to give their credit card information online because they are concerned it will be intercepted and stolen.

Online Security Breaches and Worries Continue

- 64% have (or know someone who has) received an email from a stranger seeking personal information from them.
- 58% have (or know someone who has) been infected by a computer virus.
- 51% have (or know someone who has) downloaded something to a computer that was not a virus but could still harm the performance of the computer.
- 19% have (or know someone who has) given personal information on a website that may not have been a secure site without knowing if someone was tracking their personal information or log-in information as it was typed.
- Knowing several studies have shown that online and offline identity theft is on the rise in this economy, 60% are concerned that they or someone they know will be a victim of Internet fraud or identity theft.
- 35% have (or know someone who has) worried about identity theft because of uncertainty if they were on a secure Web site.

Consumers Looking for Tools Built with Protections

- 78% are more likely -- than just two years ago-- to choose an Internet browser that has built-in protection against security threats such as phishing, malware, ClickJacking and Cross-Site Scripting.
- 62% are more likely to choose a browser with a high level of security built in and some ability to customize security and privacy settings than a browser that has some security built in, but requires them to download add-ons for protection from a large number of Internet threats.

About Harris Interactive
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