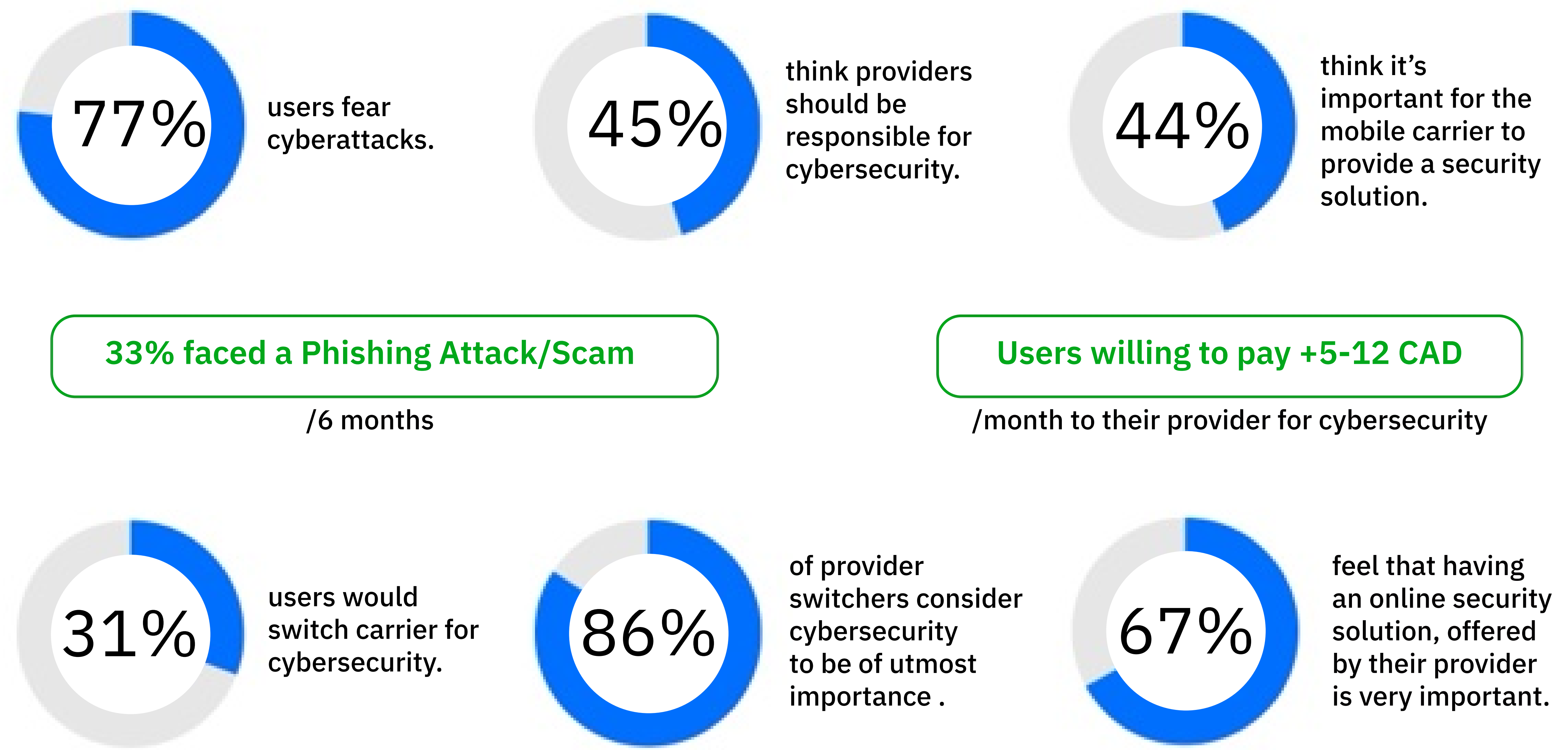


Cybersecurity Trends Among Telco Customers in Canada

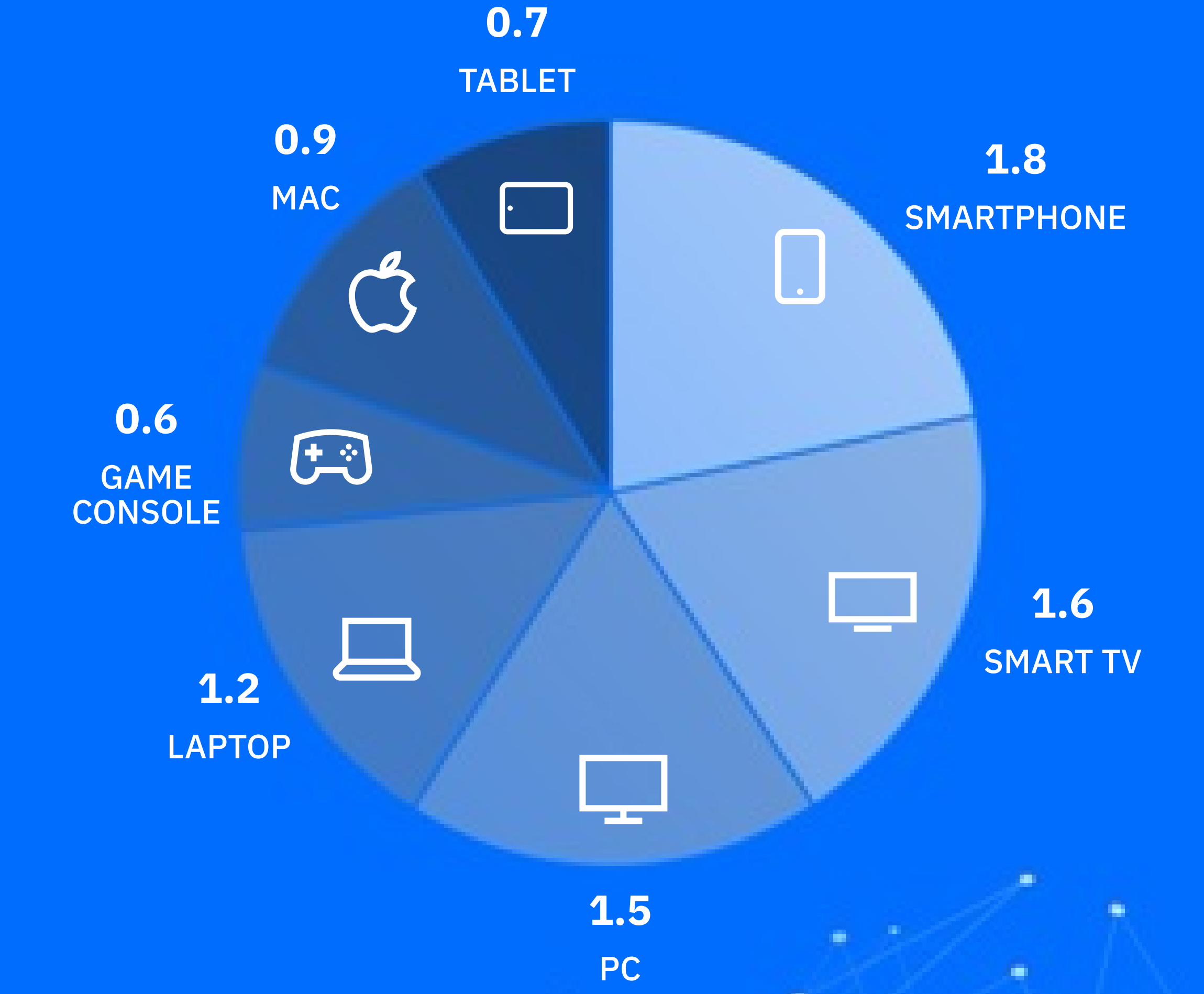
KEY CYBERSECURITY INSIGHTS



USER PROFILE



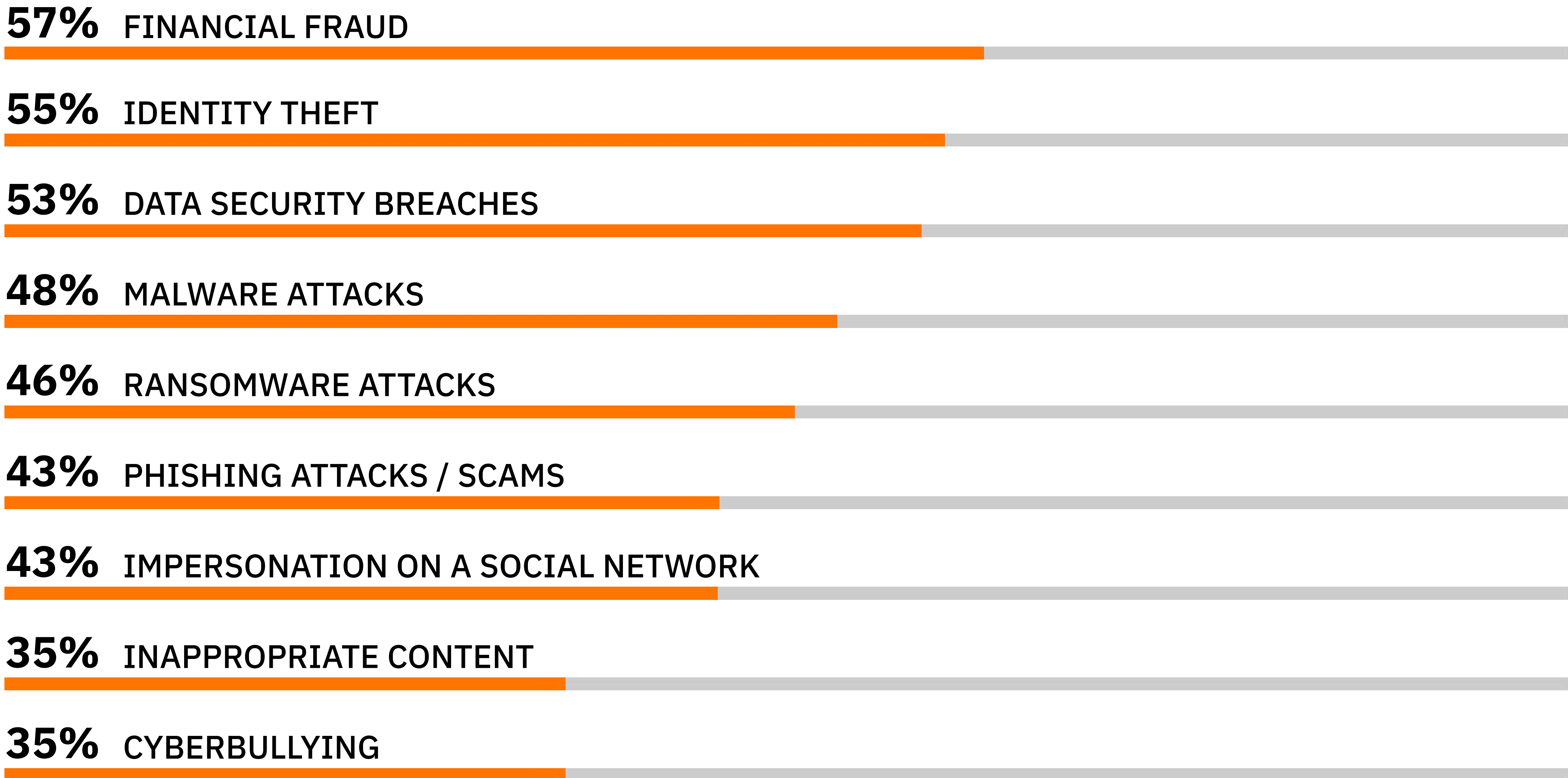
Top devices used at home/ average daily use (hours)



Top Online activities (weekly)

1. Online banking
2. Watch movies or series
3. Listening to music streams
4. Watch online shows/ documentaries/ sports
5. Playing video/ online/ mobile games
6. Online shopping

TOP CYBERSECURITY FEARS



SECURITY PRODUCT USAGE

	PAID	FREE	DON'T USE
Antivirus	31%	46%	23%
Password Manager	10%	45%	39%
Private Browser	11%	47%	33%
Identity Theft Protection	15%	26%	49%
VPN	20%	26%	45%
DIP	13%	26%	48%
Parental Control	7%	18%	71%

SECURITY PRODUCT USAGE BY DEVICE

	LAPTOP/PC	SMARTPHONE
Antivirus	84%	52%
Password Manager	71%	73%
Private Browser	72%	67%
Identity Theft Protection	71%	64%
VPN	74%	58%
DIP	72%	68%
Parental Control	55%	60%

WILLING TO START USING PRODUCT IN THE NEXT 6 MONTHS

	LAPTOP/PC	SMARTPHONE
Antivirus	21%	19%
Password Manager	14%	17%
Private Browser	14%	17%
Identity Theft Protection	17%	21%
VPN	18%	15%
DIP	19%	20%
Parental Control	7%	8%

WILLINGNESS TO PAY MONTHLY FOR PRODUCT

	PRICE
Antivirus	5-10 CAD
Password Manager	5-10 CAD
Private Browser	3-10 CAD
Identity Theft Protection	5-12 CAD
VPN	5-12 CAD
DIP	5-12 CAD
Parental Control	2-10 CAD

CONSIDERING SWITCHING SERVICE PROVIDER IF OFFER INCLUDES PRODUCT

	WILLING TO PAY FOR
Identity Theft Protection	29% 6.4 CAD
DIP	28% 6.0 CAD
Antivirus	31% 8.8 CAD
Private Browser	24% 6.5 CAD
Password Manager	23% 5.2 CAD
VPN	26% 6.8 CAD
Parental Control	18% 5.7 CAD

DISCLAIMER

Survey conducted on Ipsos Digital platform among 1550 respondents from Canada

Target: Canada, connected internet smartphone users, 18-70 y.o., with quotas on gender, age & region;
Q-re length: 15 minutes;
Sample size: 1,550 interviews;
Data collection: Online Survey through Ipsos Digital Solutions, in September-November 2023;

