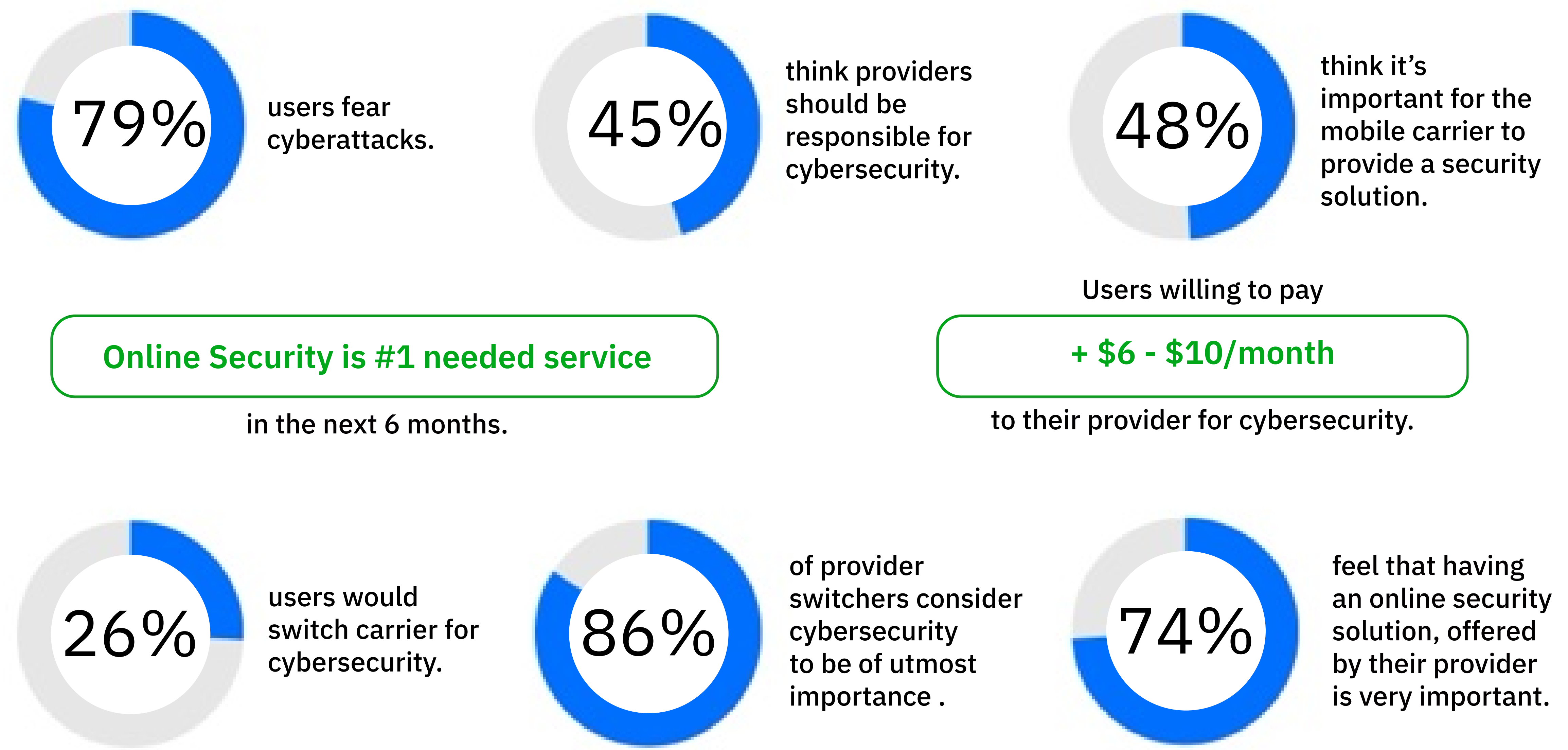


Cybersecurity Trends Among Telco Customers in the U.S.

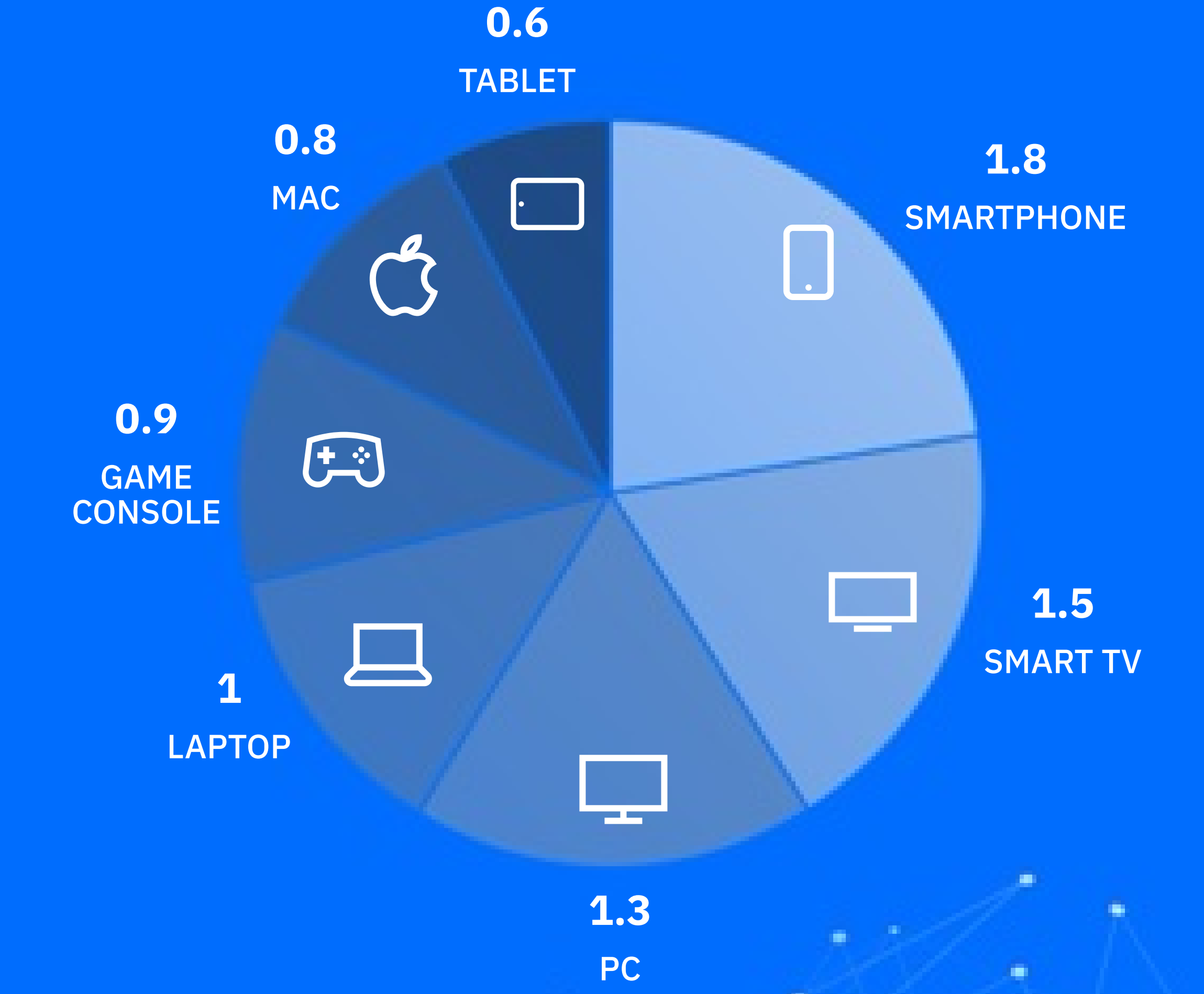
KEY CYBERSECURITY INSIGHTS



USER PROFILE



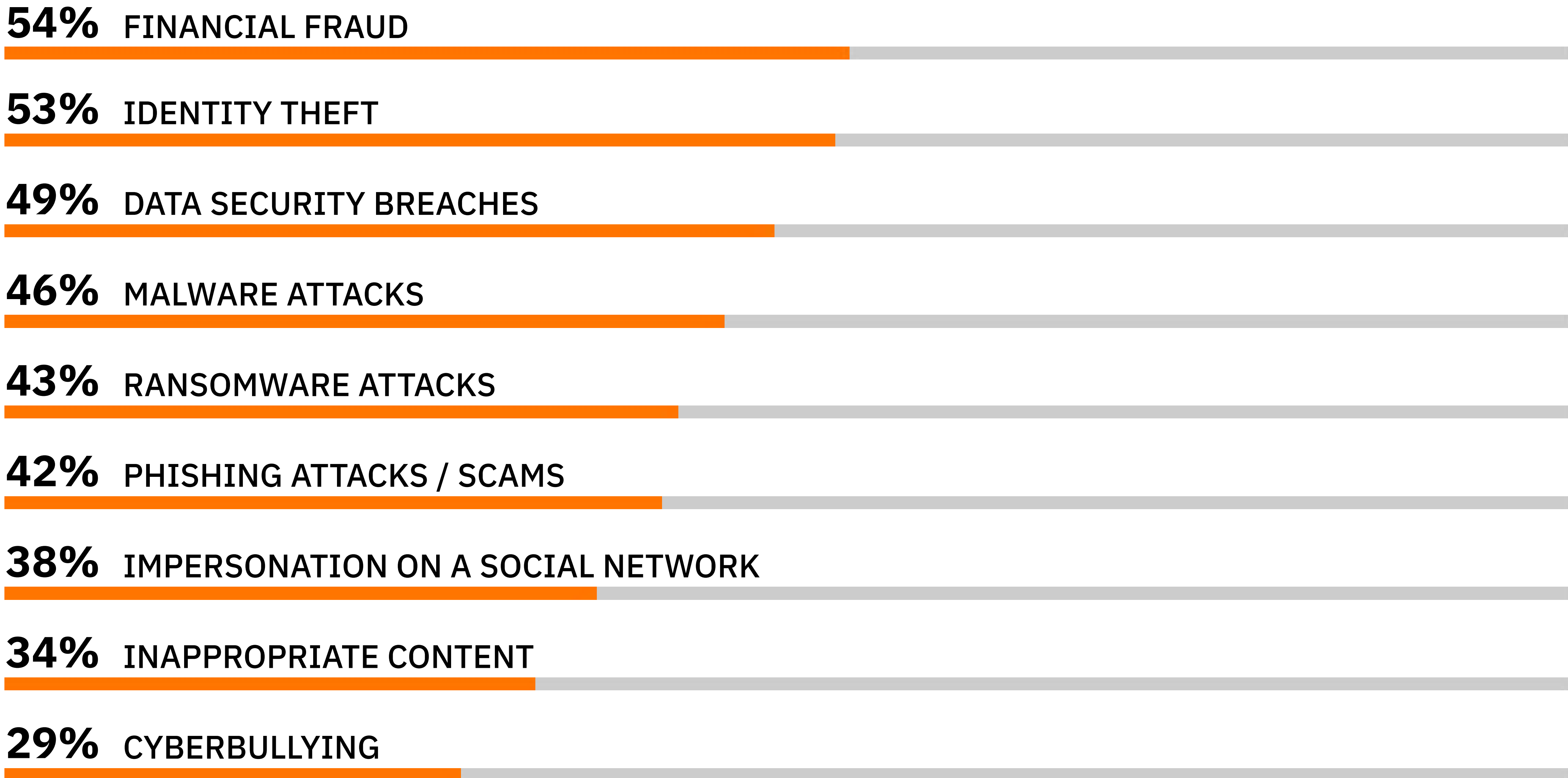
Top devices used at home/ average daily use (hours)



Top Online activities (weekly)

1. Video Streaming movies or series
2. Online banking
3. Music Streaming
4. Watch online shows/documentaries/sports
5. Online shopping
6. Playing video/online/mobile games

TOP CYBERSECURITY FEARS



SECURITY PRODUCT USAGE

	PAID	FREE	DON'T USE
Antivirus	33%	44%	23%
Password Manager	14%	47%	36%
Private Browser	12%	47%	35%
Identity Theft Protection	22%	31%	43%
VPN	20%	28%	44%
DIP	18%	26%	45%
Parental Control	10%	21%	64%

SECURITY PRODUCT USAGE BY DEVICE

	LAPTOP/PC	SMARTPHONE
Antivirus	76%	61%
Password Manager	64%	79%
Private Browser	66%	73%
Identity Theft Protection	67%	70%
VPN	62%	67%
DIP	63%	74%
Parental Control	53%	66%

WILLING TO START USING PRODUCT IN THE NEXT 6 MONTHS

	LAPTOP/PC	SMARTPHONE
Antivirus	20%	23%
Password Manager	14%	19%
Private Browser	17%	18%
Identity Theft Protection	18%	24%
VPN	16%	18%
DIP	15%	24%
Parental Control	6%	9%

WILLINGNESS TO PAY MONTHLY FOR PRODUCT

	PRICE
Antivirus	\$6 - \$10
Password Manager	\$6 - \$10
Private Browser	\$5 - \$10
Identity Theft Protection	\$6 - \$10
VPN	\$6 - \$10
DIP	\$6 - \$10
Parental Control	\$5 - \$10

CONSIDERING SWITCHING SERVICE PROVIDER IF OFFER INCLUDES PRODUCT

		WILLING TO PAY FOR
Identity Theft Protection	27%	\$9.3
DIP	27%	\$8.9
Antivirus	26%	\$9.9
Private Browser	23%	\$9.6
Password Manager	22%	\$9.1
VPN	22%	\$10.4
Parental Control	19%	\$8.8

DISCLAIMER

Survey conducted on Ipsos Digital platform among 1200 respondents from US.

Target: **United States, connected internet smartphone users, 18 - 70 y.o.**, with quotas on gender, age & region;
Q-re length: **16 minutes**;
Sample size: **1,200 interviews**;
Data collection: **Online Survey** through **Ipsos Digital Solutions**, in **August 2023**;

