

McAfee/NCSA Cyber Security Survey

NEWSWORTHY ANALYSIS

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McAfee®

 **STAYSAFEONLINE.org**
National Cyber Security Alliance

Think Your Home Computer Is Safe? Think Again

When it comes to home computer security, Americans agree that keeping their computer safe is important, but they are not as secure as they think. A new national survey conducted by McAfee and NCSA compared online Americans' *opinions* of their computer security to the *reality* – what security software they were actually running – and found that when it comes to cyber security, most Americans are in dire need of a reality check.

1) CONSUMERS KNOW SECURITY IS IMPORTANT

Americans are in near universal agreement (98%) that it is important to keep security software up to date, and 93% believe their home computers are safe from viruses.

- **Security is a Priority.** A majority of Americans think they have the following security software installed on their computer.
 - 87% believe they have anti-virus software.
 - 73% believe they have a firewall.
 - 70% believe they have anti-spyware software.
- **Awareness of Online Threats.** Americans also know about the many online dangers that exist.
 - 99% have heard about of spyware.
 - 75% have heard about phishing.

2) FALSE SENSE OF SECURITY

When it comes to the security software on their computer, what Americans say they have doesn't match up with what's actually there.

- **Expired Anti-Virus Software.** While 92% of Americans think that their anti-virus software is up to date, just 51% have current anti-virus software that has received an updated DAT file within the past week.
- **Disabled Firewall.** Even though 73% of Americans think they have a firewall installed, only 64% actually have it enabled.
- **Less than half have anti-spyware protection.** While 70% think they have anti-spyware software, just 60% actually have it installed.
- **No Phishing Protection.** More than twice as many Americans report having anti-phishing software as actually have it installed (27% vs. 12%).

	Americans Who Claim to Have Software Installed	Americans Who Actually Have Software Installed	Americans Who Actually Have Software Enabled	DAT Updated w/in past week	DAT Updated w/in past 2 weeks	DAT Updated w/in past month
Anti-virus	87%	92%	n/a	51%	51%	52%
Anti-spyware	70%	60%	n/a	n/a	n/a	n/a
Firewall	73%	80%	64%	n/a	n/a	n/a
Anti-spam	61%	10%	n/a	n/a	n/a	n/a
Anti-phishing	27%	12%	n/a	n/a	n/a	n/a

3) AMERICANS ARE UNDERPROTECTED

- **Fully Protected? You're One of the Few.** Less than one in four Americans are fully protected against viruses and malware.
 - Just 24% have anti-spyware software installed, an enabled firewall and anti-virus protection that has received an updated DAT file within one week.
- **Older And Wiser.** Somewhat surprisingly, Americans ages 45 and older show more savvy than their younger counterparts when it comes to cyber security.
 - 26% of them are fully protected versus just 20% of Americans ages 44 and younger.

4) **COMPROMISED COMPUTERS**

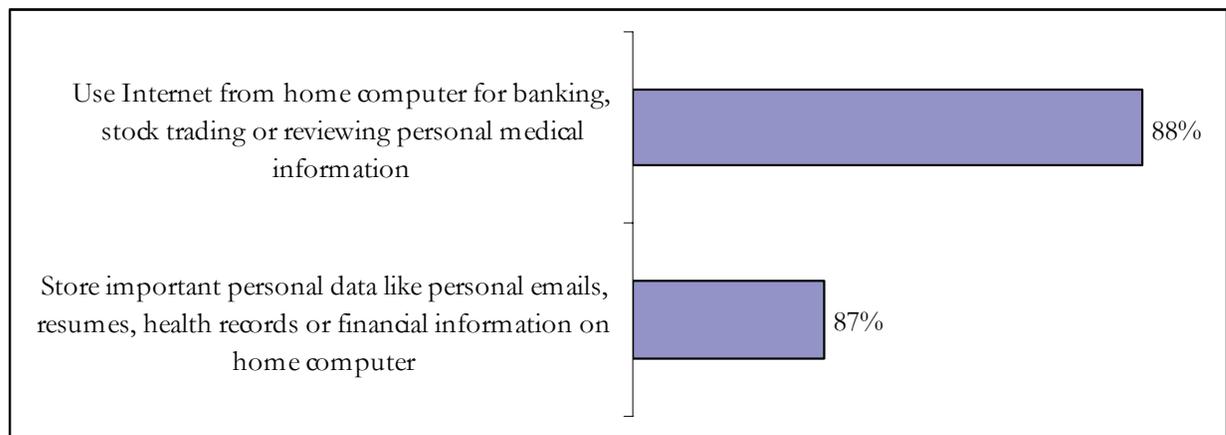
Paying the Price for Lack of Protection. Americans' lack of basic security protection is taking its toll on their home computer.

- **Viruses Are Common.** A majority of Americans report that they have had a virus on their computer (54%). Perhaps even more disturbing, 15% of Americans aren't even sure if they've had a virus or not.
- **I Spy.** More than four in ten Americans believe they currently have spyware or adware on their home computer (44%).
- **Something Phishy.** Three out of four Americans (74%) have received a phishing email—and 92% of this group says at least some of the emails looked legit at first glance.
- **Pop-Up Problems.** Nearly one in three Americans who have a pop-up blocker installed (32%) still get pop up ads even when using the blocker on their computer. In addition, 39% of Americans who believe they have spyware or adware on their computer say they have been redirected to a different search engine or received a pop-up offering search results from a different website.

5) **PUTTING THEMSELVES AT RISK**

The vast majority of Americans store valuable information and conduct sensitive business on their home computers, making their lack of adequate security protection all the more unfortunate.

- Nearly nine out of ten Americans (87%) store important personal data like financial information, health records, resumes and personal emails in files on their home computer.
- And nearly nine in ten go online to use their home computer for sensitive activities such as banking, stock trading or reviewing personal medical information (88%).



- These behaviors provide would-be identity thieves strong opportunities.
 - **Identity Crisis.** Sadly, nearly one in ten Americans (9%) has been the victim of online identity theft.

6) **KNOWLEDGE GAP**

It appears that Americans also need a reality check when it comes to how computer savvy they think they are. Nearly seven out of ten Americans (69%) claim they have an intermediate level of knowledge when it comes to computers, but this belies the facts:

- **Safe Search.** Almost all Americans agree that it is important to be able to know the risk level of a web site before visiting it (98%), but most do not know how to do this.
 - 64% of Americans admit they don't know how to determine if a website is safe before visiting it.
 - Nearly eight in ten (78%) say that when they are viewing search results, they have no idea how to tell if any of them might lead to a high-risk website.
- **What Is A Firewall, Anyway?** Just 4% of Americans say they understand firewalls "completely" and more than four out of ten Americans (44%) don't understand how firewalls work.
- **The Facts of Phishing.** One in four Americans have not even heard of the term "phishing" before (25%). And just over half of those who claim to know what phishing is can accurately define it (54%).

Methodological Notes:

The "Cyber Security" Survey was conducted by phone by Kelton Research between August 22nd and September 10th, 2007 using an e-mail invitation. Quotas are set to ensure reliable and accurate representation of the total U.S. population with home PCs and an internet connection.

This study was completed by 378 respondents. These respondents first provided their feedback to a telephone survey and then participated in a remote scan conducted by Support.com which collected the type of security software installed and the operating systems on the respondents' computers.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 5 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.