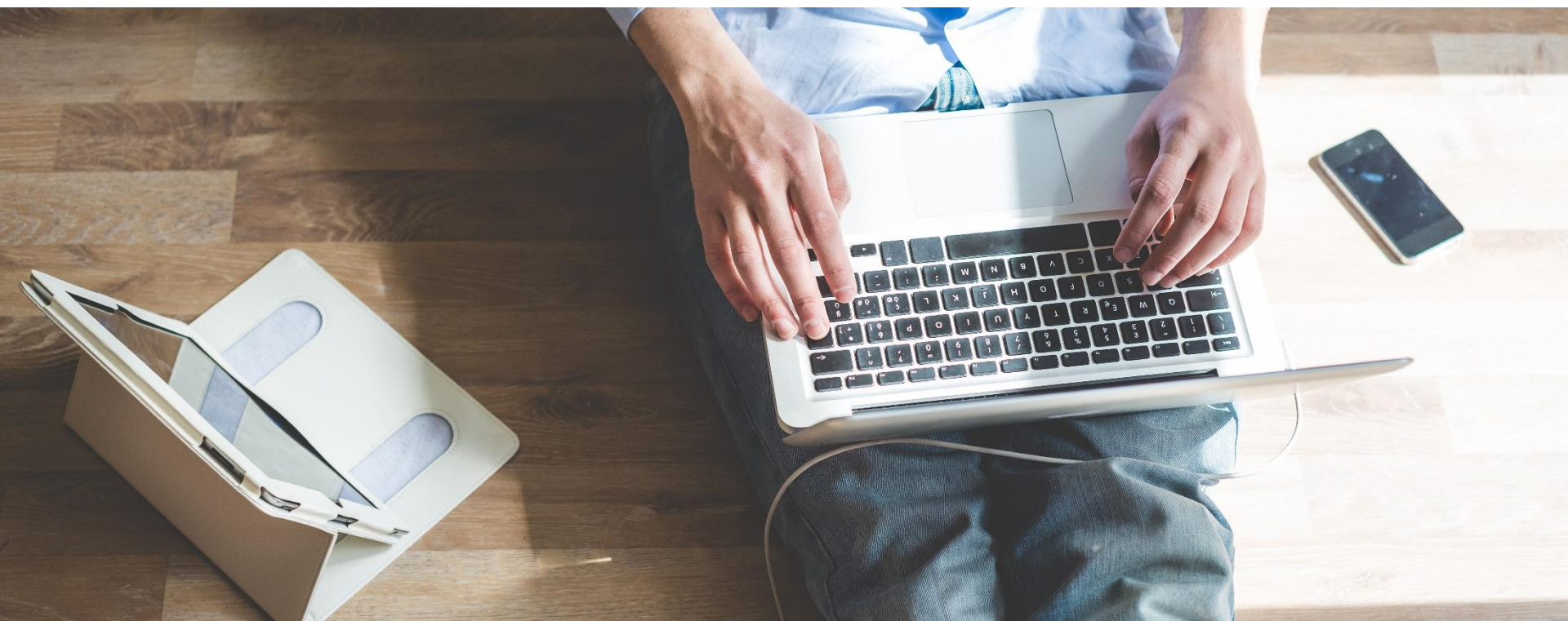


National Cyber Policy Office

RESEARCH INTO CYBER SECURITY BEHAVIOURS 2016



A COLMAR BRUNTON REPORT FOR THE DEPARTMENT OF THE PRIME MINISTER AND CABINET

October 2016

Summary

The following report outlines findings from cyber security research carried out by Colmar Brunton in 2014, 2015 and 2016. The research aims to gauge New Zealanders' cyber security behaviours.

IN THE PAST 12 MONTHS...



2 in 10

New Zealanders have experienced cyber crime such as: virus or malware damage, social media or bank account hacking, phishing, ransomware lockdown, or an online scam or fraud



7 in 10

have experienced a cyber security issue – including spam

Most New Zealanders (76%) take at least some steps to proactively manage their cyber security – however, this figure has been in decline since the research began in 2014, when 84% of New Zealanders proactively managed their cyber security.

Consistent with past findings almost all (91%) New Zealanders have stopped and thought before clicking on links and attachments in emails in the past three months.

Compared to last year, fewer people are now updating or installing security software (64% down from 70% in 2015), changing passwords (63% down from 68% in 2015), ensuring they are using a secure connection (57% down from 61% in 2015), and checking their social media privacy settings (56% down from 60% in 2015).

Very few people have asked for advice (20%) or received advice or training from their place of work (17%).

The main barrier to taking steps to manage cyber security remains a lack of knowledge around what steps should be taken - 41% of those who do not regularly take steps say this is a barrier to doing so (up from 32% in 2014).

Methodology

1.



These results measure cyber security behaviours among New Zealand's online users

2.



The research was carried out by placing questions on Colmar Brunton's fortnightly online omnibus survey

3.

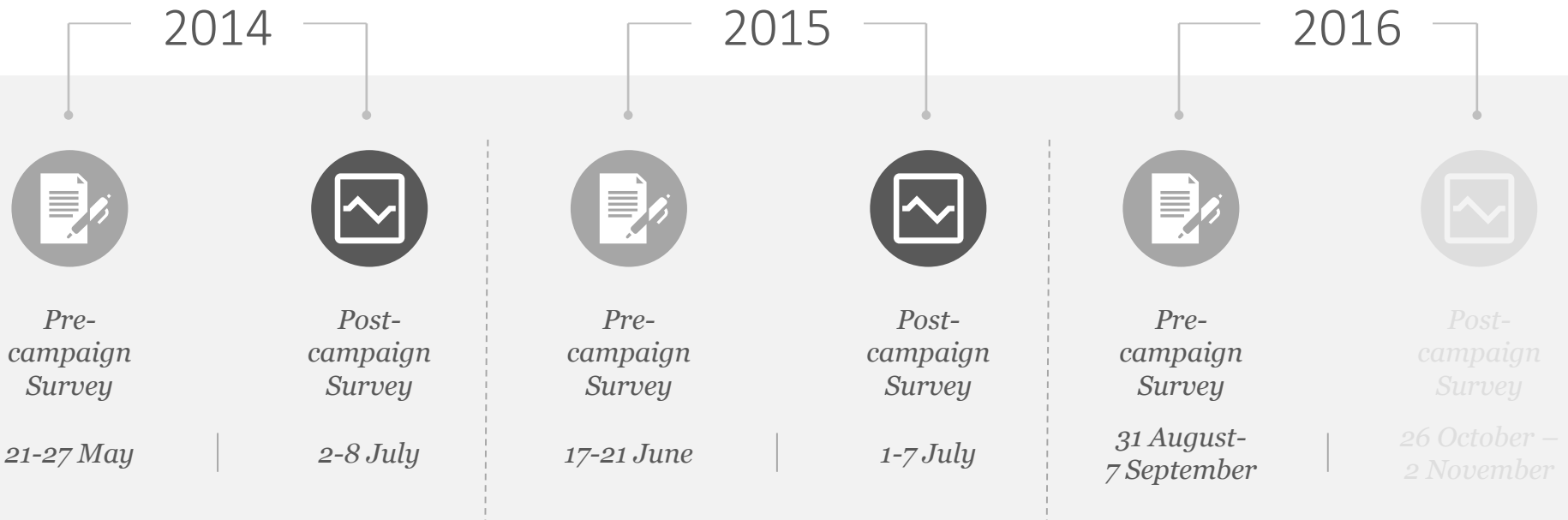


A total of 1,000 New Zealand online users took part in the 2016 pre-campaign research: Results are weighted by age, gender and region to ensure the results are representative of the New Zealand population

Overall results for 2016 have a margin of error of +/-3.1%

Background

To date five waves of the research have been conducted with sixth due to be carried out following the 2016 campaign week



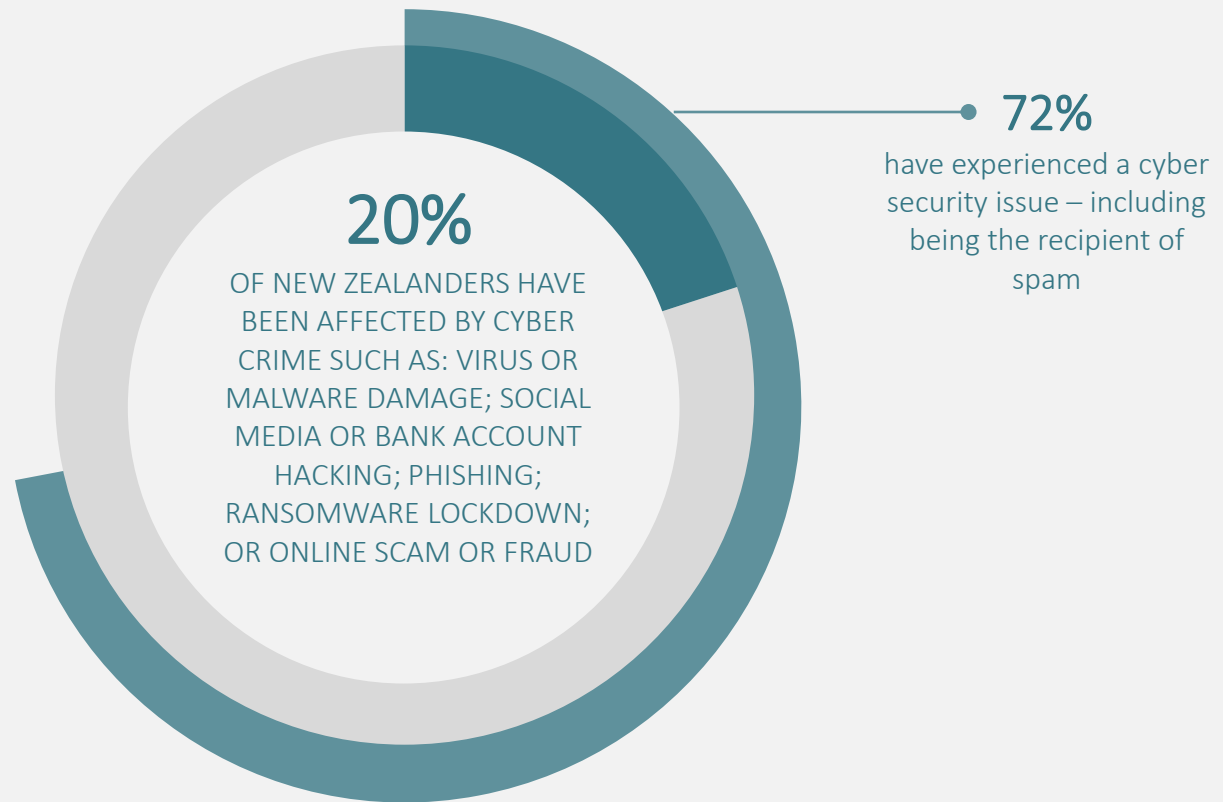
Some questions have been asked in every wave since inception while others are asked periodically



Exposure to cyber security issues



One in five (20%) New Zealanders have been affected by cyber crime in the past year. This rises to 72% when spam and suspicious emails are factored in

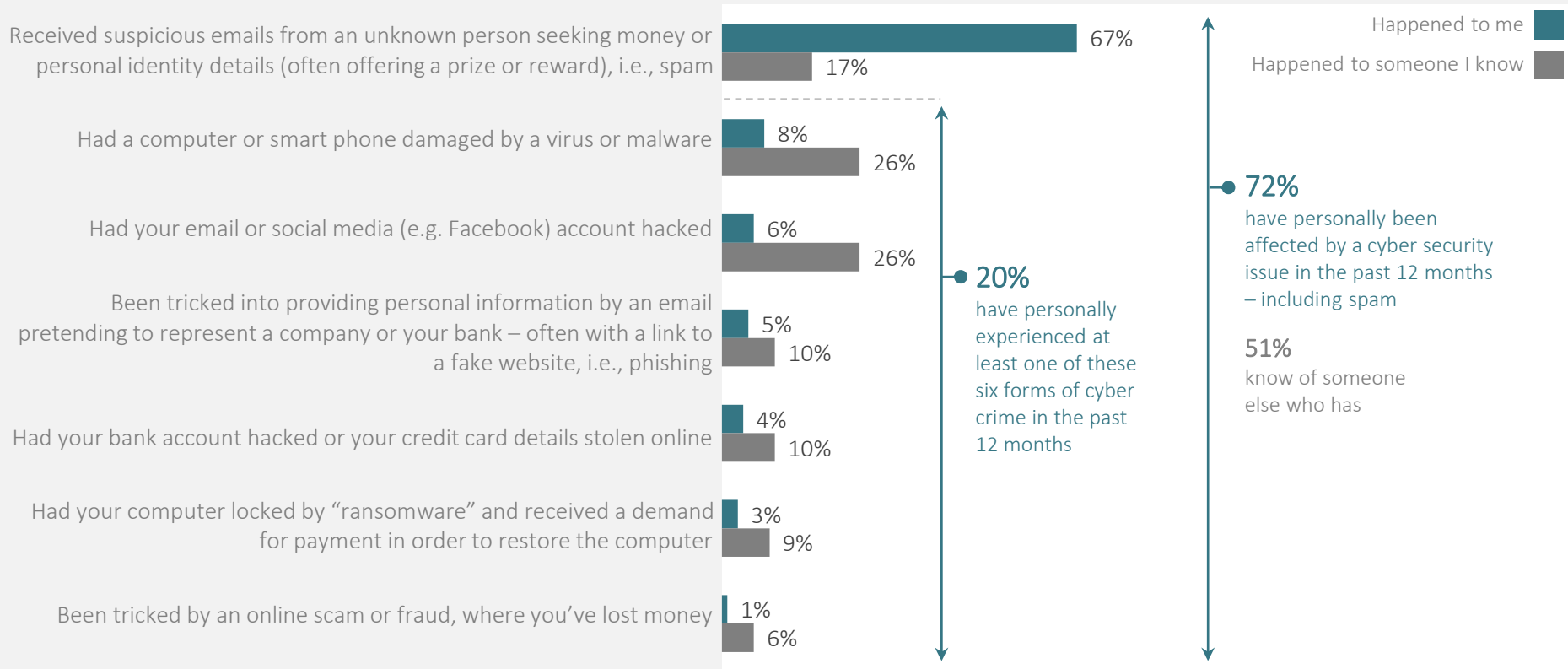


Base: All respondents (n=1,000)

Question: Have you or someone you know been affected by these cyber security issues in the last 12 months?

Note: Question not asked in 2014 or 2015. Respondents were provided a list of cyber security issues (see following slide) and asked if they had personally experienced each one or knew of someone who had.

Spam is the most commonly experienced cyber security issue - more than two thirds of New Zealanders say they have personally encountered spam in the last 12 month

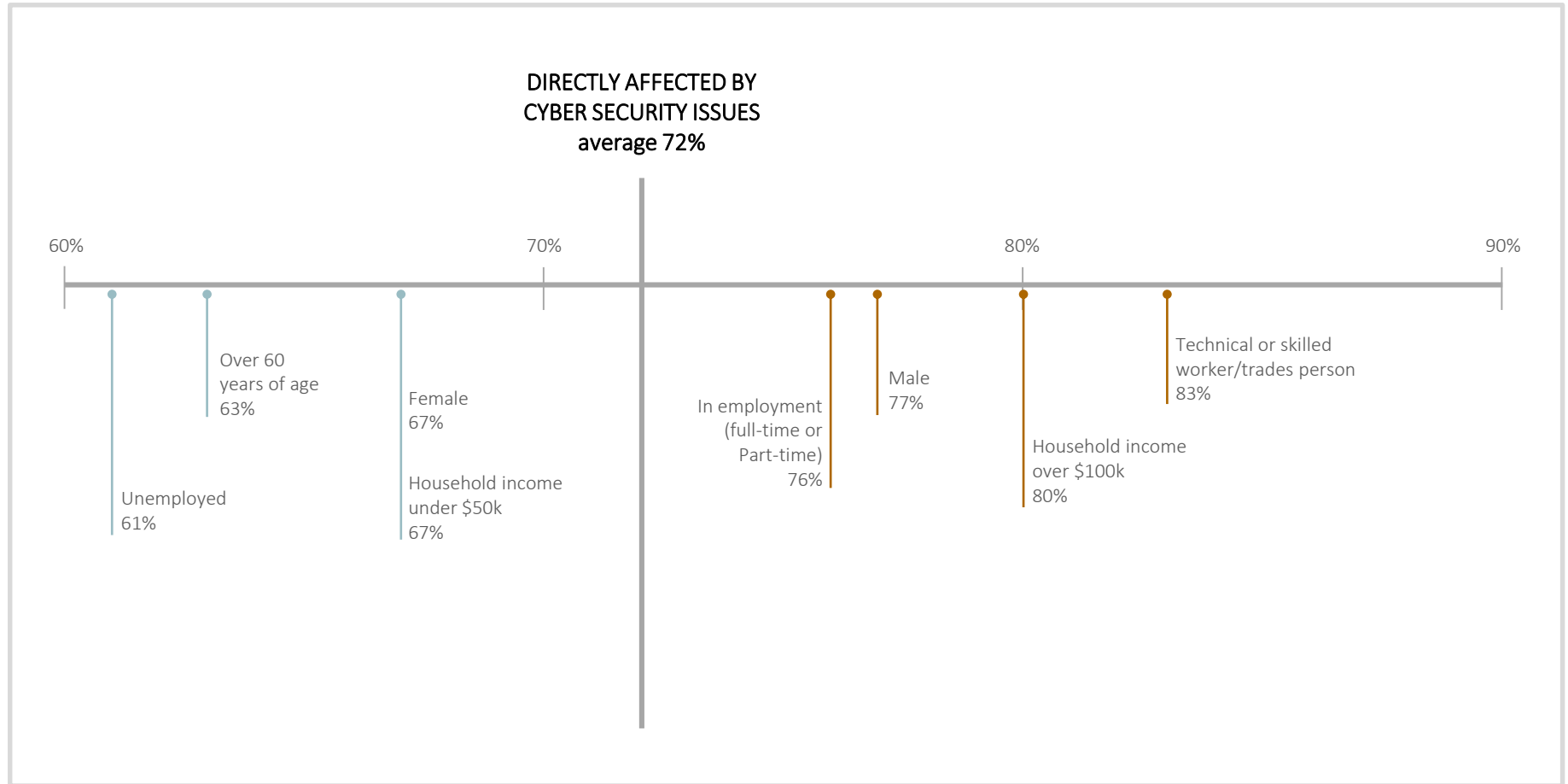


Base: All respondents (n=1,000)

Question: Have you or someone you know been affected by these cyber security issues in the last 12 months?

Note: Question not asked in 2014 or 2015.

Each of the following groups are more likely than average to have been directly affected by cyber security issues in the past year: males; those in employment; those with an annual household income of over \$100,000; and those who are technical or skilled workers/trades persons

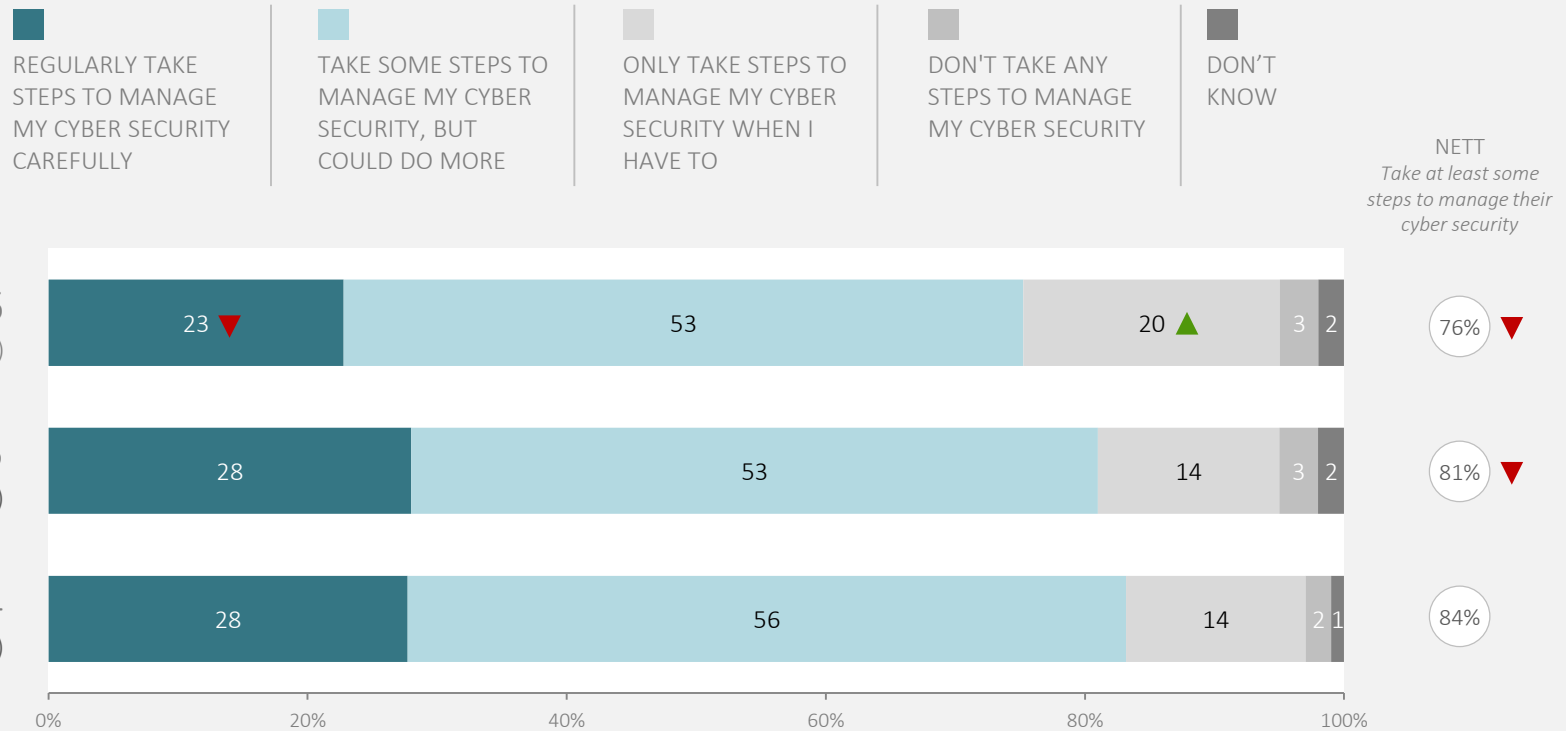




Cyber security behaviours



Most New Zealanders (76%) proactively take steps to manage their cyber security – however, this figure has been declining since the research began in 2014, when 84% proactively managed their cyber security



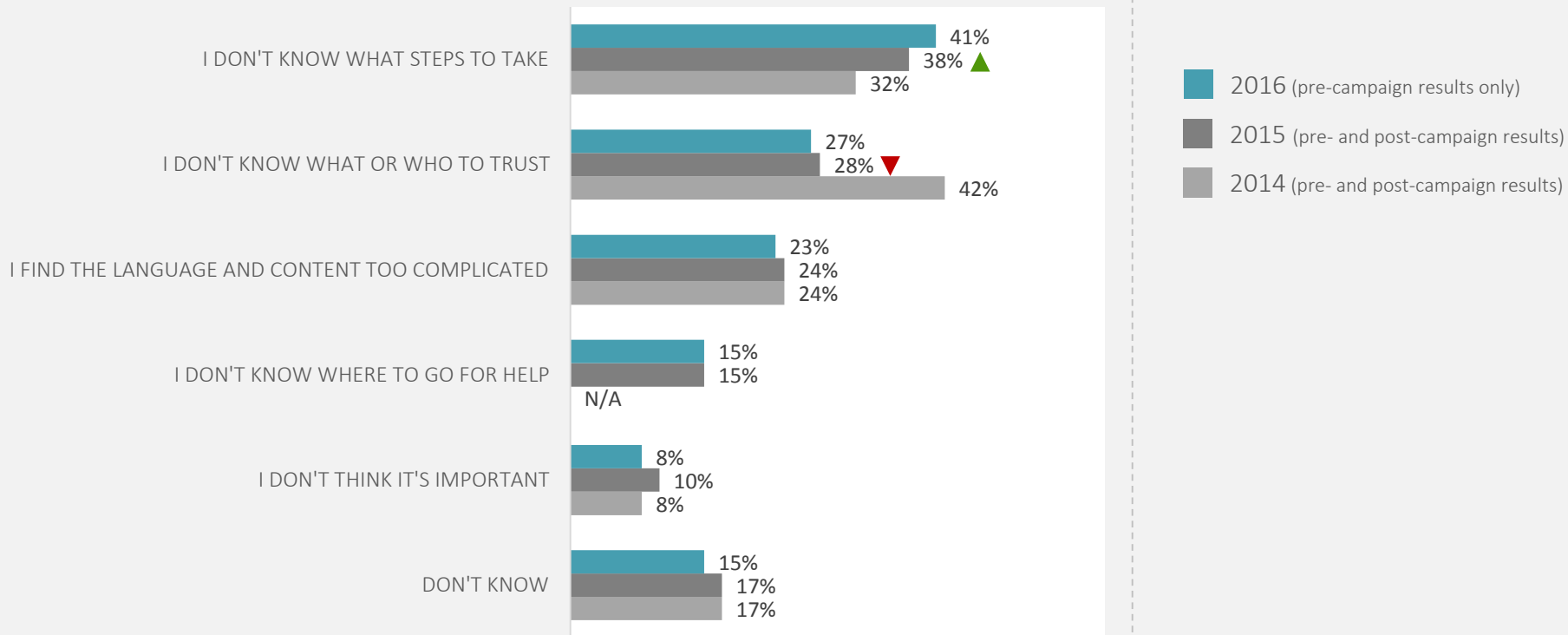
Base: All respondents (2014 n=2,039, 2015 n=1,876, 2016 n=1,000)

▲ ▼ Significantly different from previous year

Question: Which statement best describes your approach to cyber security?

Note: Results may not add to exactly 100% due to rounding. Rounding can also result in nett figures being 1% higher or lower than the sum of the percentages added together.

Those who do not regularly take steps to manage their cyber security mostly say it's because they don't know what steps to take. The proportion of people saying this has been trending upward since the research began in 2014 (up to 41% in 2016 from 32% in 2014)

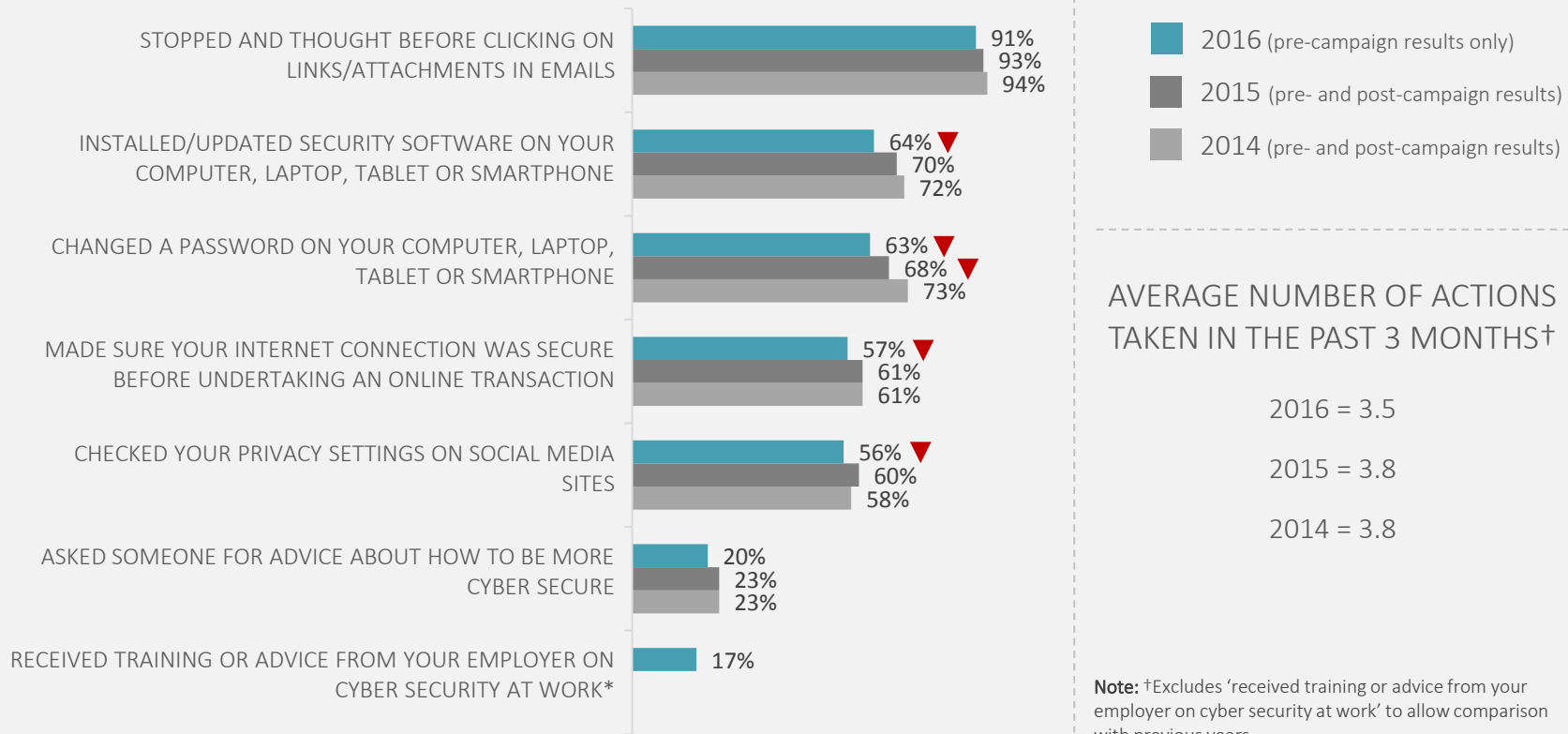


▲ ▼ Significantly different from previous year

Base: All who do not regularly take steps to manage their cyber security (2014 n=1,491, 2015 n=1,344, 2016 n=754)

Question: Why don't you take more steps to manage your cyber security?

Consistent with previous years, nearly all New Zealanders stop and think before clicking on links and attachments in emails – however fewer people are now going beyond this and taking other, more proactive, steps to manage their cyber security. Very few people have asked for cyber security advice or received advice or training from their employer



Base: All respondents (2014 n=2,039, 2015 n=1,876, 2016 n=1,000)

Question: Which, if any, of the following have you done in the last three months to help manage your cyber security?

Note: *Question not asked in 2014 or 2015

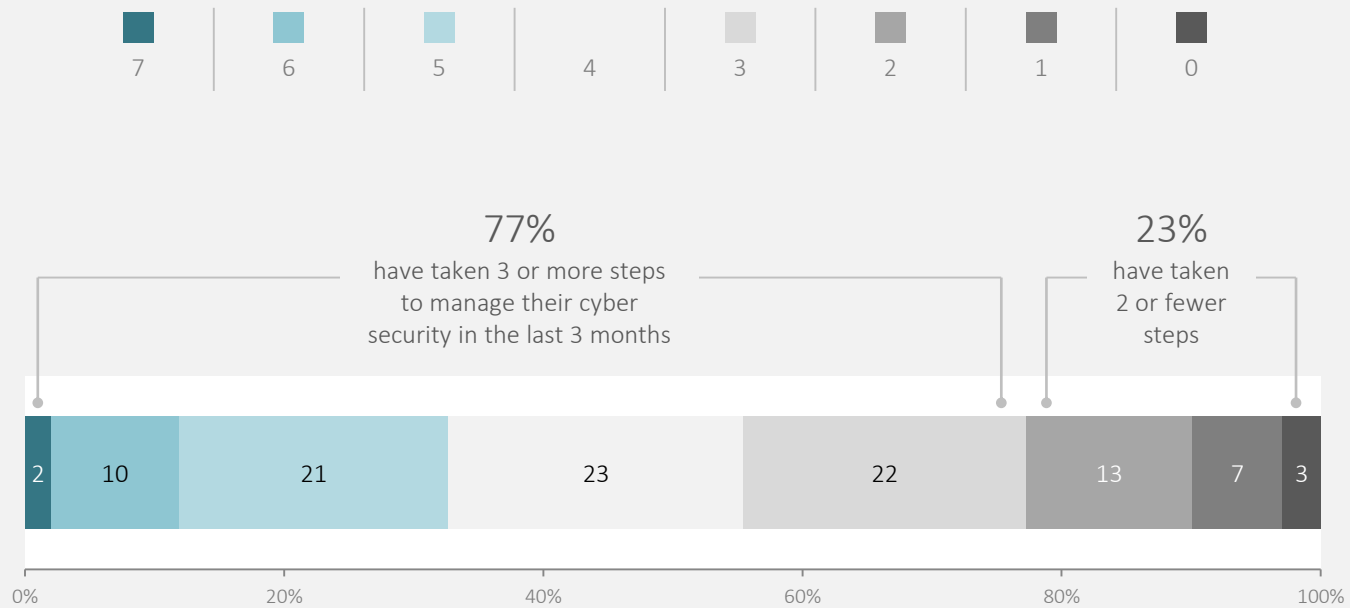
▼ Significantly lower than previous year

In the past three months three quarters of New Zealanders have taken three or more steps (listed on the previous slide) to manage their cyber security online

NUMBER OF STEPS TAKEN TO MANAGE CYBER SECURITY IN THE LAST 3 MONTHS

2016

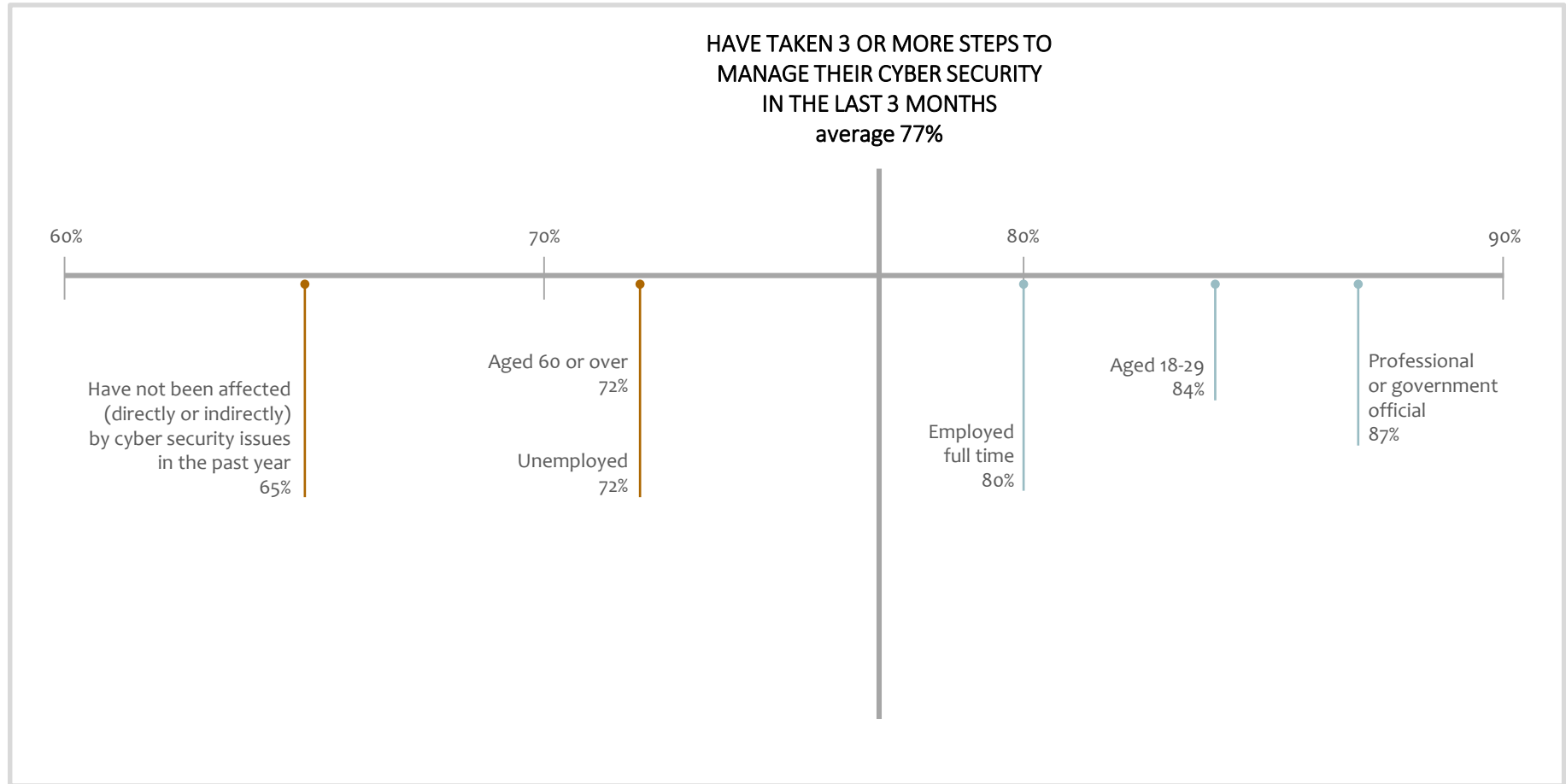
(pre-campaign results only)



Base: All respondents (n=1,000)

Question: Which, if any, of the following have you done in the last three months to help manage your cyber security?

Each of the following groups are less likely than average to have taken steps to manage their cyber security: those who have not been affected by cyber security issues in the past year; those aged over 60; and those who are unemployed



For further information:



DEPARTMENT
of the PRIME MINISTER
and CABINET



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