THREATX

ThreatX announced the findings from a 2023 survey on consumers' predictions for cybersecurity in 2024, including their biggest concerns, and their plans to adjust their own practices. The survey sourced insights from 2,000 consumers ages 21+ across the US and UK. The data reveals that consumers are keeping a pulse on cybersecurity trends and have serious concerns around how their sensitive information is protected, making it clear they'll be expecting more robust cybersecurity measures be put in place to meet the evolving threats of tomorrow.

97% of consumers agree that cyberattacks will increase – or at best, remain consistent – over the coming year

1 ThreatX data revealed that the vast majority of consumers are concerned that **cyberattacks will increase or remain consistent over the coming year (97%) and become more sophisticated (69%)**, outpacing the ability of cyber defenses to protect against these threats. In fact, **only 13% reported feeling that they are going to be completely protected from cyberattacks** in the year ahead. What's more, **94% predict that cyberattack methods will become more difficult to defend against in 2024**; at the same time, **only 6% believe new cybersecurity defenses will be able to defend against these new and rising threats** to ensure data remains protected and secure.

The general outlook of consumers on cyberattacks in 2024
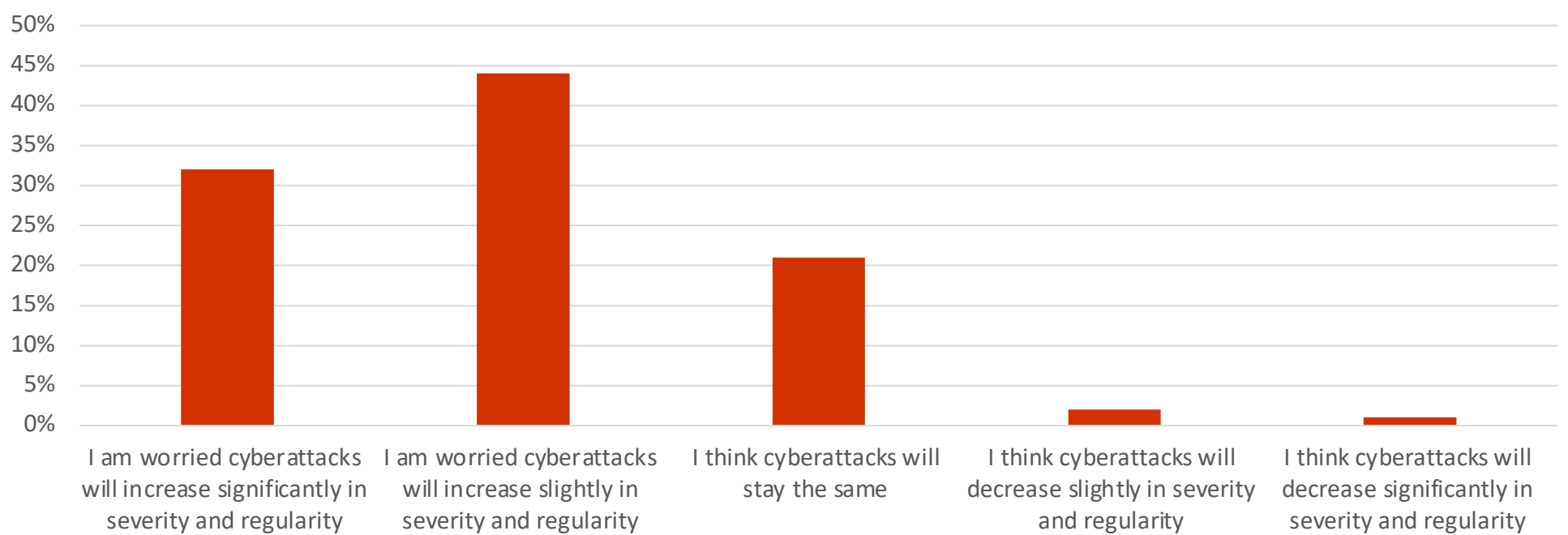
33% of consumers are most confident that security vendors will best be able to defend and protect sensitive information against cyberattacks

2 **87% of consumers are at least somewhat concerned about whether companies they do business with** – from banks to retailers to healthcare providers – **will keep their data safe in 2024**, but **33% are most confident that security vendors** will best be able to defend and protect sensitive information against cyberattacks, while **25% believe that it's up to the government to ensure protection**. When it comes to an individual company or brand, only 12% of consumers believe they are best able to protect consumer data from cyberattacks.

Best equipped industry to protect consumer data in 2024
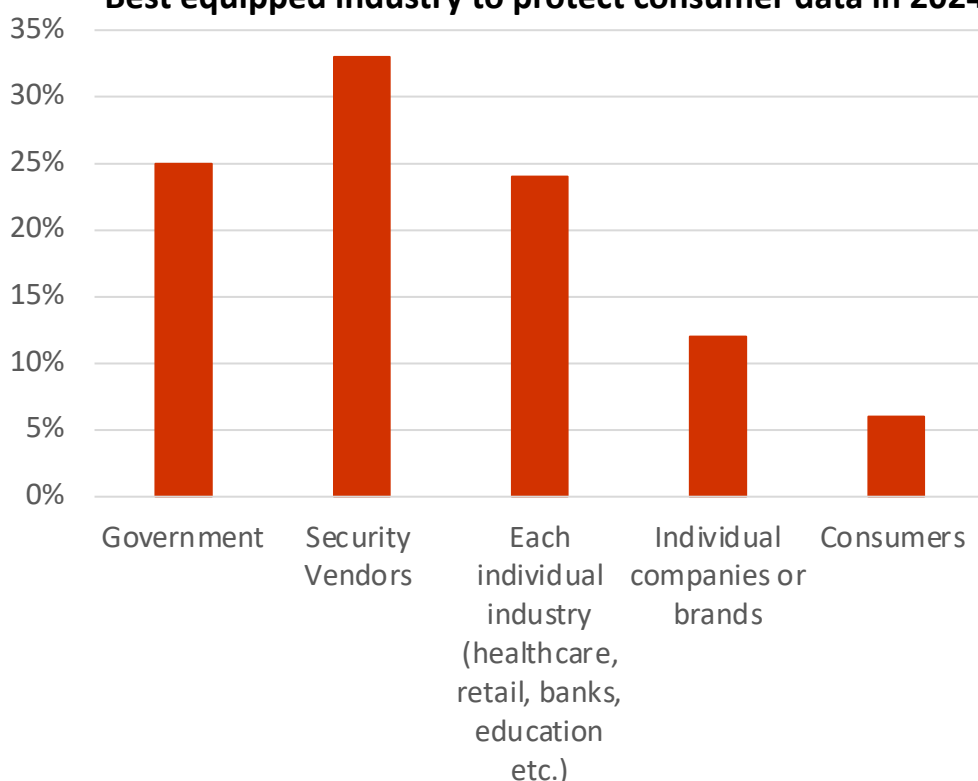
70% of consumers plan to be more consistent with their remote work security practices to ensure they improve online security next year

3 Consumers are upping their personal security in 2024. **70% plan to be more consistent with their remote work security practices** to ensure they increase online security next year. Consumers **plan to adopt security-related behaviors including: different passwords for different accounts (56%), two-factor authentication (55%), and avoiding connecting to insecure or public Wi-Fi (53%).**

Consumer plans to increase security best practices
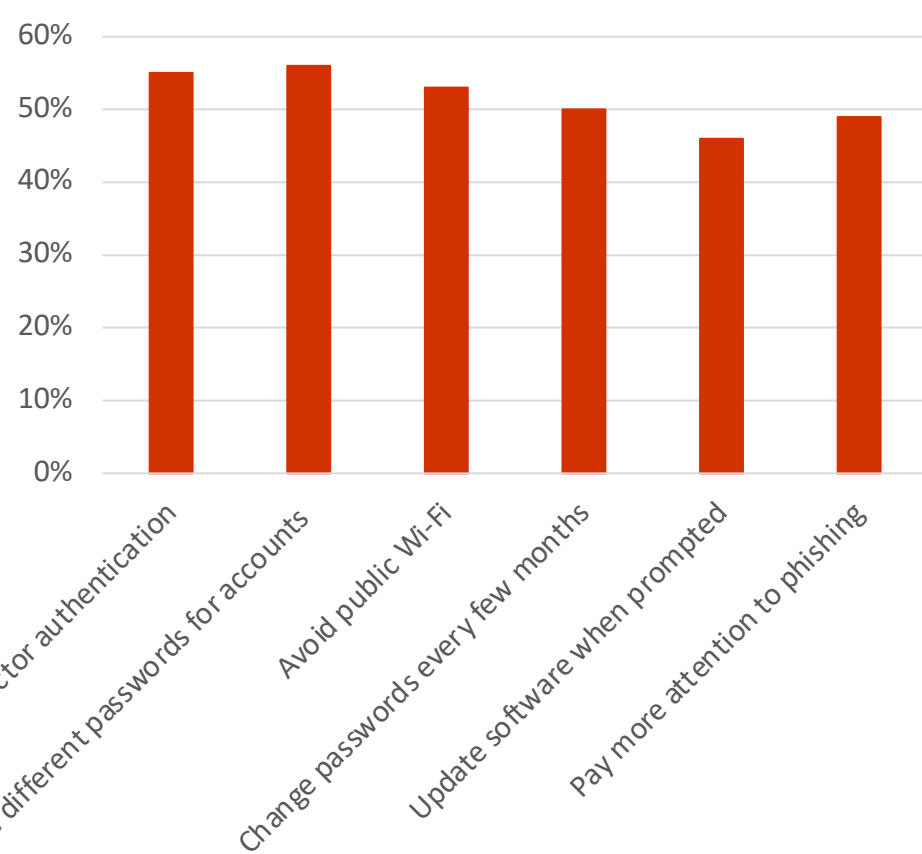
*Source: October 2023 Dynata survey of 2,000 US and UK based consumers ranging from 21+ years of age.