

# Oh, Behave!

The Annual Cybersecurity Attitudes and Behaviors Report 2022



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# In this session...



**01**

**Who?**



**02**

**Why?**



**03**

**How?**



**04**

**What?**



# Who?



**NATIONAL  
CYBERSECURITY  
ALLIANCE**

[staysafeonline.org](https://staysafeonline.org)



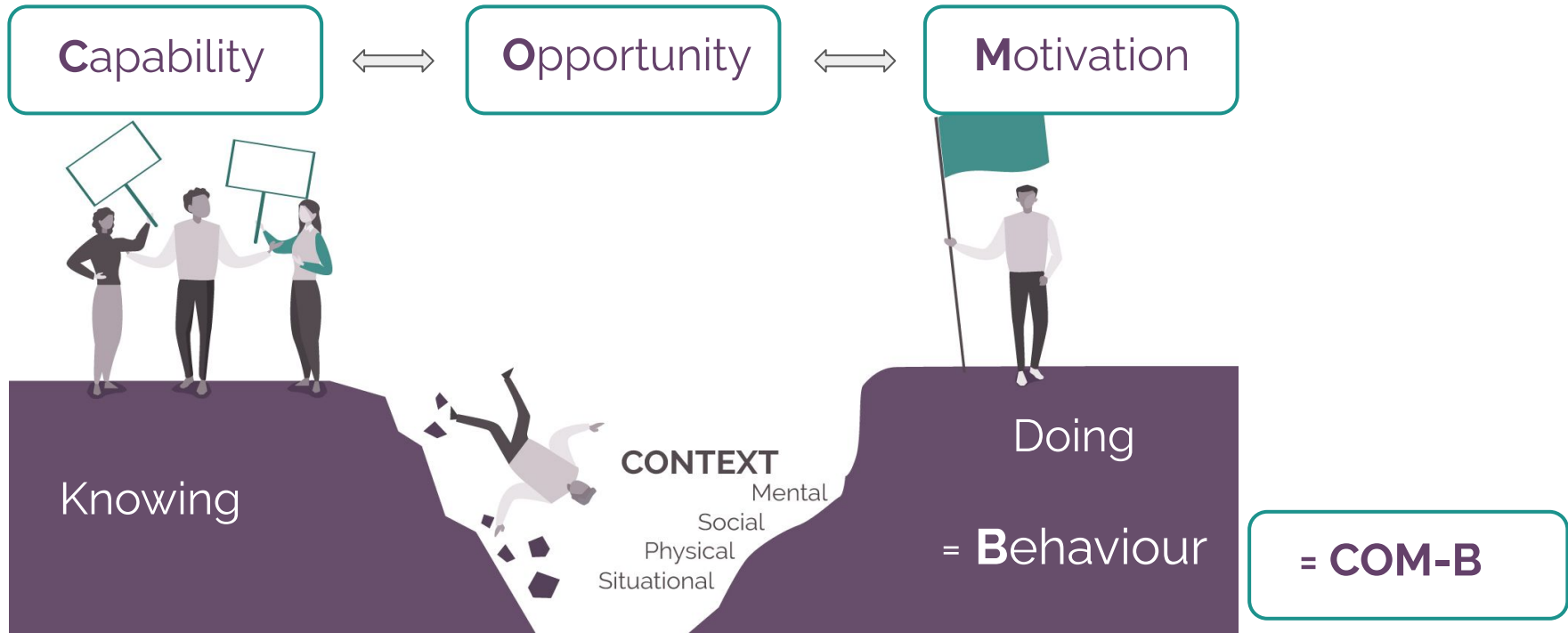
[cybsafe.com](https://cybsafe.com)



# Why?



# Why?



# Why? Questions to ask

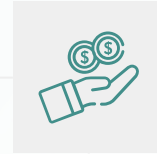
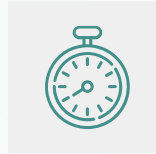
- **Does the person have right knowledge & skill?** = **Capability**
  - Do you know how to use MFA?
- **Do they have resources (physical/social) to take action?** = **Opportunity**
  - Do you have equipment/software to backup your data (cloud or external device)?
- **Do they want to take action?** = **Motivation**
  - Do you trust the provider?



# Oh, Behave!

## When?

June - July 2022



## How?

Self-report survey

## Through?

**Toluna** (US/UK)  
**Elemental Data**  
**Collection** (Canada)



## Who?

3000 participants



# Our approach

Security awareness and attitudes towards good cybersecurity behaviours

**UK: NCSC  
Cyber Aware**

**US: Stay Safe Online**

**Canada : Get Cyber  
Safe**

## 5 main security behaviours:

### 1. Ensuring password hygiene

- Creating strong and separate passwords
- Using password management strategies
- Frequency of changing passwords

### 2. Using Multi-Factor Authentication (MFA)

### 3. Installing latest software/applications

### 4. Checking emails for signs of phishing

- Recognising phishing messages
- Reporting phishing

### 5. Backing up data



# Demographics

## Gender



51%

Female

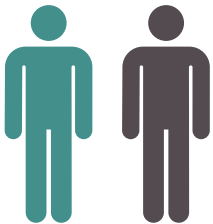
49%

Male

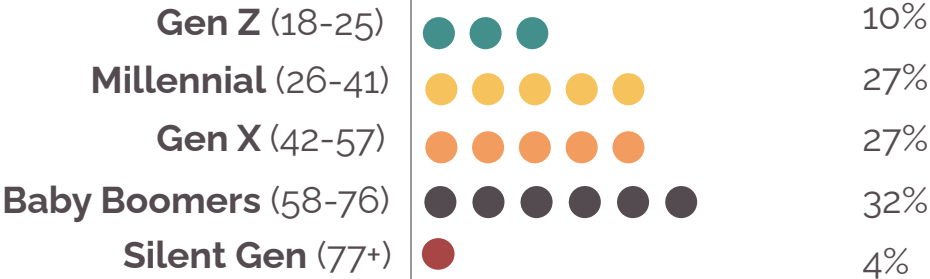
<1%

Prefer not to say

US 1000  
UK 1000  
Canada 1000



## Age



Average age = 50 years

46% Full-time employment  
25% Retired  
21% Other  
11% Part-time employment  
3% Students



# Our findings

If you would like to speak about this report or use the slide deck, please contact S&R team (Jason & Inka).

[www.cybsafe.com/whitepapers/oh-behave-2022](https://www.cybsafe.com/whitepapers/oh-behave-2022)



# Relevance to organisation

**'Risk  
acceptance'**

**Attitudes  
toward  
cybersecurity**

**Cyber security  
behaviors**

**Cyber security  
training**

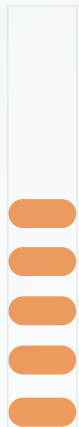


# Risk acceptance



63%

Feel having **personal details stolen** online is unavoidable



47%

Feel possibility of **losing money** online unavoidable



23%

Don't see the point of **protecting** themselves as their information is already online



# 610

**Phishing scams** leading to loss of money/data were disclosed by the participants

# 31%

of phishing victims say **they didn't report** the incident to anyone

Capability?  
Opportunity?  
Motivation?

**"Who to report to?"**  
**"It is complicated!"**  
**"It doesn't matter..."**



# Attitudes to cyber security (1/2)



78%

Staying secure  
online is **priority**



51%

Staying secure  
online is possible



46%

Staying secure  
online is frustrating



## Attitudes to cyber security (2/2)



59%

Found it **difficult to be secure** online



39%

Found cyber security guidance **confusing**

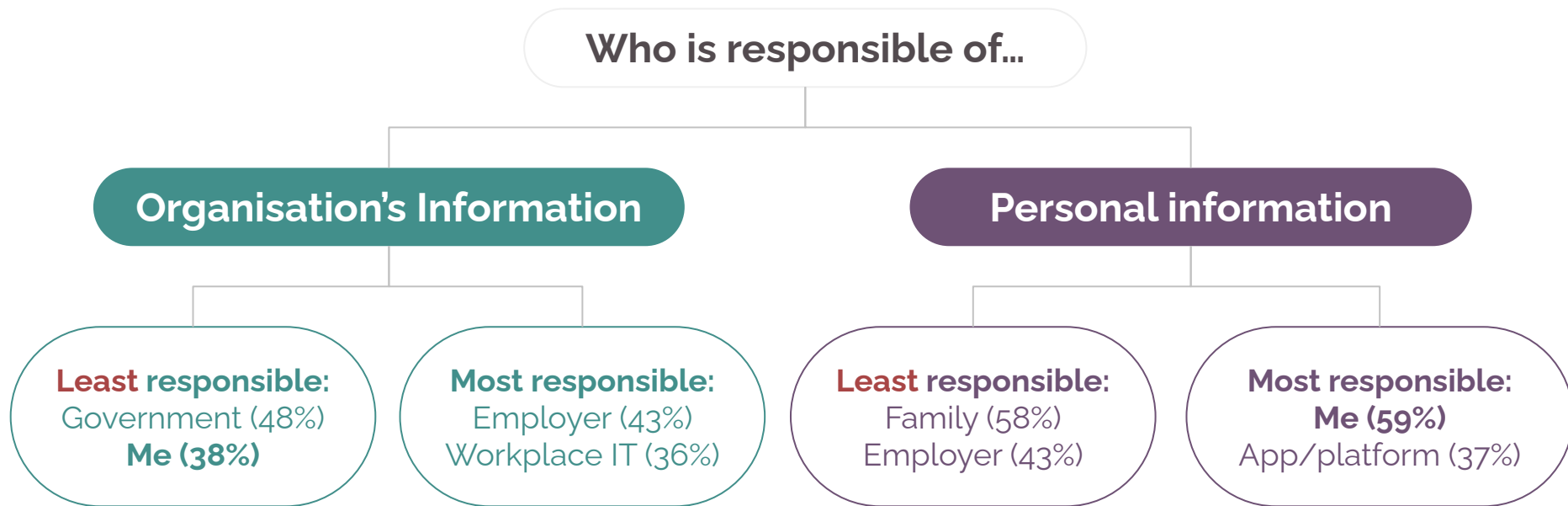


34%

Felt **overwhelmed** and as a result **minimised their actions online**



# Responsibility



A background image showing a group of people, primarily young adults, looking at their smartphones. The lighting is dim, with the screens of the phones providing the main light source, creating a focused and somewhat somber atmosphere. The people are in profile or semi-profile, looking towards the right side of the frame.

# 35%

change a word or a character in their existing password when asked to change

# Only 16%

created passwords containing 12+ characters

# 29%

Created passwords made up from a single dictionary word with some character placements

# 25%

Created passwords with reference to personal information





Only **13%**

use a password manager  
(app or browser)

**37%** write them  
down in notebook

**43%**

of participants said they  
**have never heard of MFA**

**57%**

Don't back up their  
important data





62%

had **no access to cyber security training**

Only **14-16%**

of participants who **weren't in active employment or studying had access to cyber security training**



# Cyber security training impact



58%

"I'm better at **recognising phishing messages**"



45%

"I started using **strong and separate passwords**"



40%

"I started using **MFA**"

59%

Mentioned cyber security training is **one-off**



# What you can do?

- More carrots, less stick
- Explain why?
  - Passwords
  - Password managers
  - Benefits of MFA
- Provide clear and usable guides & tools
- Support people
  - Younger generations (Gen Zs and Millennials)
  - Not just the employee



# Oh, Behave!

Available 29th of September

[www.cybsafe.com/whitepapers/oh-behave-2022](https://www.cybsafe.com/whitepapers/oh-behave-2022)



# Thank you!



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