

Redseal B2C Research

Research methodology

An online survey was conducted by Atomik Research, on behalf of [RedSeal](#), among 2,004 UK Adults aged 18+. The research fieldwork took place on 19th-25th June, 2019. Atomik Research is an independent creative market research agency that employs MRS-certified researchers and abides to MRS code.

Overview

- 86% of Brits are concerned about their data security and protecting their personal information
- 72% of respondents own either 'smart' or Internet-enabled devices in their home, the most popular 5 are: smart TVs (46%), smart meters for gas/electric (28%), home hub or digital assistant such as Amazon Echo/Google Assistant (18%), Smart thermostat such as Nest/Hive (11%), and smart lights (9%).
- 59% are concerned about the potential cybersecurity risks of having smart devices in their home
- 44% believe the Government should take greater responsibility to protect us online
- 64% believe that retailers should take greater responsibility to protect us online
- Before taking the survey, 55% had previously been aware that smart devices in their home could potentially be breached or hacked
- Almost a fifth (18%) of home smart device owners believe that at least one of in-home devices have been hacked (1 in 5)
- 70% disagree that smart device technology suppliers offers enough information about potential security risks and how to stay safe when using these online devices at home
- 53% agree that cybersecurity concerns have put them off buying certain smart devices or products
- 67% worry about how much of their personal data is collected by technology companies e.g. Apple, Amazon or Google, through my smart devices
- Online banking causes the biggest level of concern in regards to the security of respondents' personal data (65%), compared with general browsing (54%), and checking emails (53%)
 - 68% feel that banks/credit card providers have a responsibility to protect them online, followed by online retailers (64%) and online payment services (61%)
- 49% have fallen prey to online fraudsters, with the most common experiences involving debit/credit cards (19%), phishing/emails (16%), and making online purchases which never arrived (13%).
- 18% have lost money through online fraud

Gender

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- Men are more likely to believe that at least one of their home smart devices have been hacked (23% vs 13%).
- Men are more likely to believe that smart device technology suppliers offer enough information about potential security risks and how to stay safe when using these online devices at home (36%) vs 25%).
- While women are more likely to have experienced debit/credit card fraud (20% vs 18%) and email phishing (17% vs 15%), men are more likely to have experienced having their emails hacked (14% vs 11%) and identity theft (9% vs 4%).
- Almost a quarter (23%) of men have lost money through online fraud compared to 14% of women.

Age

- 57% of under 45's have been the victim of credit/debit card fraud, compared with 49% of over 45's.
- 68% of under 45's have fallen prey to phishing/email scams.
- 41% of over 45's have been the victim of online fraud, (with debit/credit card fraud being most common).

Region

- Londoners are most likely to have smart/Internet-enabled devices in their home (83%), while those in the West Midlands are the least likely (64%).
- Londoners are the most concerned about the potential cybersecurity risks of having smart devices in their home (74%).
- Respondents in the North East, Wales, and the West Midlands had the lowest awareness of the potential threat for having their personal home devices hacked (15%) before taking this survey.
- Almost a quarter of Londoners (23%) have been victims of online fraud, and over a quarter (26%) have experienced email phishing/scams.
- 39% of Londoners say that they have lost money through online fraud.