

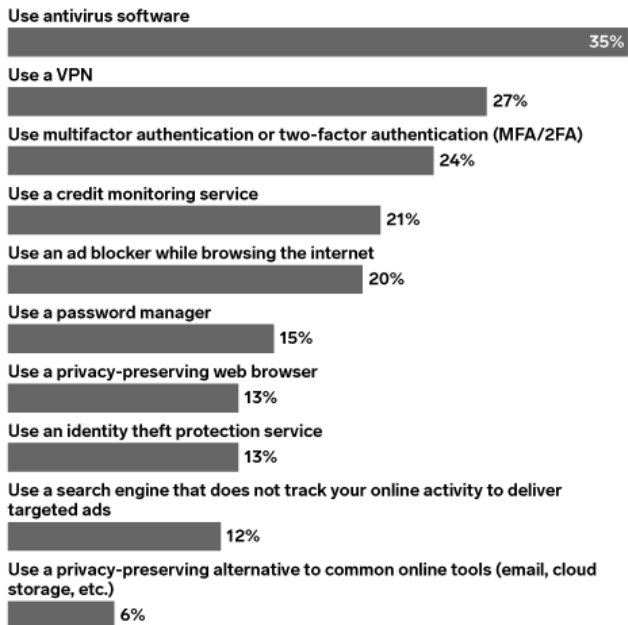
Few consumers adopt cybersecurity tools, despite privacy concerns

Article



Cybersecurity Tools Used by Consumers in North America, Aug 2023

% of respondents



Note: ages 13-77 n=1,004

Source: Malwarebytes, "Everyone's Afraid of the Internet," Oct 4, 2023

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Insider Intelligence | eMarketer

Key stat: 35% of consumers in North America use antivirus software, a much lower amount than the 79% who report feeling very concerned about online privacy, according to August 2023 data from Malwarebytes.

Beyond the chart:

- Some 20% of consumers use an ad blocker while browsing the internet, which means advertisers need to make sure their ads are appearing on sites that will ensure ads are seen.
- The same Malwarebytes study found 13% of consumers use a privacy-preserving web browser and 12% use a search engine that does not track online activity. These factors also make it difficult for advertisers to target consumers.

Use this chart:

- Assess the obstacles to targeting ads.
- Recognize where consumers care most about privacy.

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Methodology: Data is from the October 2023 Malwarebytes report "Everyone's Afraid of the Internet." 1,004 consumers in North America ages 13-77 were surveyed online during July 25-August 3, 2023.