

# The most commonly reported cybersecurity threats facing consumers

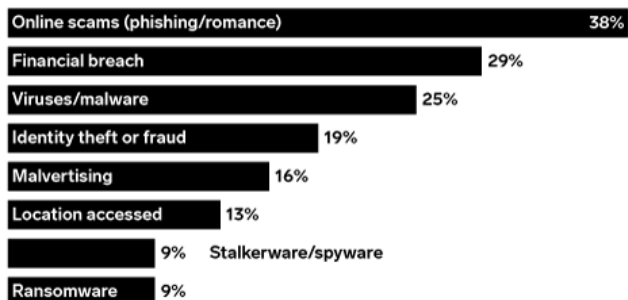
Article



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## Types of Cybersecurity Threats Experienced by Consumers in North America, Aug 2023

% of respondents



Note: ages 13-77

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

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Insider Intelligence | eMarketer

**Key stat:** 38% of North American consumers affected by some kind of cyber threat have been the target of an online scam, according to an August 2023 Malwarebytes survey.

### Beyond the chart:

- Over half (53%) of US adults limit or avoid clicking on ads online because of cybersecurity concerns, per CivicScience.
- Other behaviors US adults avoid include opening emails (47%), using mobile payment apps (42%), and shopping online (26%).

### Use this chart:

- Assess the cybersecurity threats facing North American consumers.
- Understand consumer hesitation to clicking on ads or sharing personal information.

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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.*