



## USA



### Top 3 perceived risks

ID theft	7.88
Virus	7.79
Malware	7.33



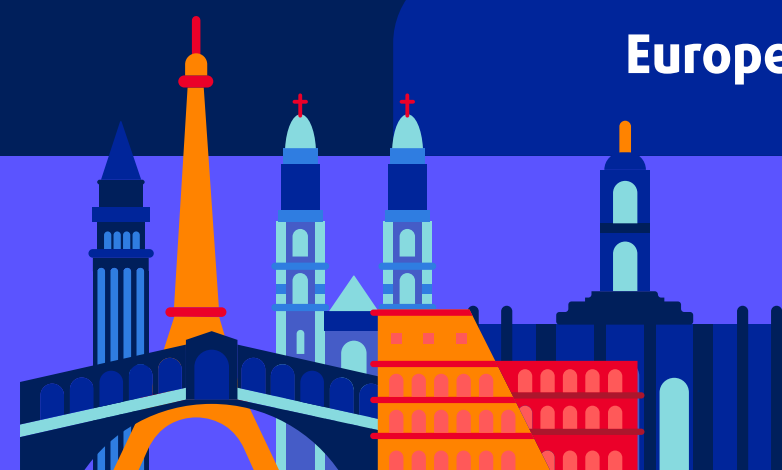
### Most trusted companies

Banks	82%
Credit card providers	76%
Insurance companies	73%

**54%**  
fear companies trading information about personal internet use.

**64%**  
view Cyber and Digital security services positively

## Europe



### Top 3 perceived risks

Virus	7.05
Malware	6.31
ID theft	5.84



### Most trusted companies

Banks	71%
Credit card providers	65%
Insurance companies	62%

**46%**  
fear companies trading information about personal internet use.

**54%**  
view Cyber and Digital security services positively

## Italy



### Top 3 perceived risks

Virus	6.83
Malware	6.28
ID theft	5.68



### Most trusted companies

Banks	67%
Credit card providers	69%
Insurance companies	67%

**55%**  
fear someone committing a cyber crime in their name, or making them a suspect.

**60%**  
view Cyber and Digital security services positively

## France



### Top 3 perceived risks

Virus	6.50
Malware	6.18
ID theft	5.68



### Most trusted companies

Banks	72%
Credit card providers	64%
Insurance companies	69%

**73%**  
fear someone committing a cyber crime in their name, or making them a suspect.

**52%**  
view Cyber and Digital security services positively

## Spain



### Top 3 perceived risks

Virus	7.05
Malware	6.48
ID theft	5.83



### Most trusted companies

Banks	58%
Credit card providers	58%
Insurance companies	63%

**73%**  
fear someone committing a cyber crime in their name, or making them a suspect.

**70%**  
view Cyber and Digital security services positively

## Switzerland



### Top 3 perceived risks

Virus	6.44
Malware	5.56
ID theft	5.25



### Most trusted companies

Banks	75%
Credit card providers	64%
Insurance companies	62%

**39%**  
fear companies trading information about personal internet use.

**42%**  
view Cyber and Digital security services positively

## Austria



### Top 3 perceived risks

Virus	6.73
Phishing	5.78
Malware	5.62



### Most trusted companies

Banks	69%
Credit card providers	58%
Insurance companies	50%

**36%**  
fear companies trading information about personal internet use.

**37%**  
view Cyber and Digital security services positively

## Hungary



### Top 3 perceived risks

Virus	8.32
Phishing	7.45
Malware	7.38



### Most trusted companies

Banks	69%
Credit card providers	62%
Insurance companies	54%

**42%**  
fear someone committing a cyber crime in their name, or making them a suspect.

**51%**  
view Cyber and Digital security services positively

## Czech Republic



### Top 3 perceived risks

Virus	7.22
Malware	7.35
ID theft	5.74



### Most trusted companies

Banks	82%
Credit card providers	76%
Insurance companies	73%

**40%**  
fear someone committing a cyber crime in their name, or making them a suspect.

**49%**  
view Cyber and Digital security services positively

## Romania



### Top 3 perceived risks

Virus	7.29
Malware	6.55
ID theft	5.99



### Most trusted companies

Banks	72%
Credit card providers	68%
Insurance companies	58%

**46%**  
fear someone committing a cyber crime in their name, or making them a suspect.

**54%**  
view Cyber and Digital security services positively