

# Canadian 2021 Cyber Security Awareness Month Poll: Key Findings

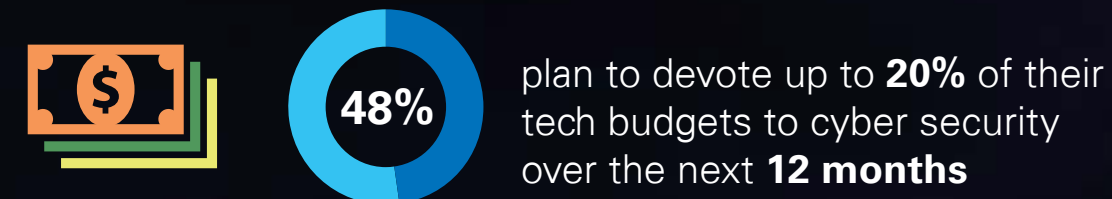
Leading up to National Cyber Security Awareness Month, we collected the thoughts and sentiments of **250 medium-sized companies** and **1000 consumers** from across Canada. Here's what both groups had to say:

## BUSINESSES

Only **56%** have developed a comprehensive cyber playbook and run through cyber simulations regularly



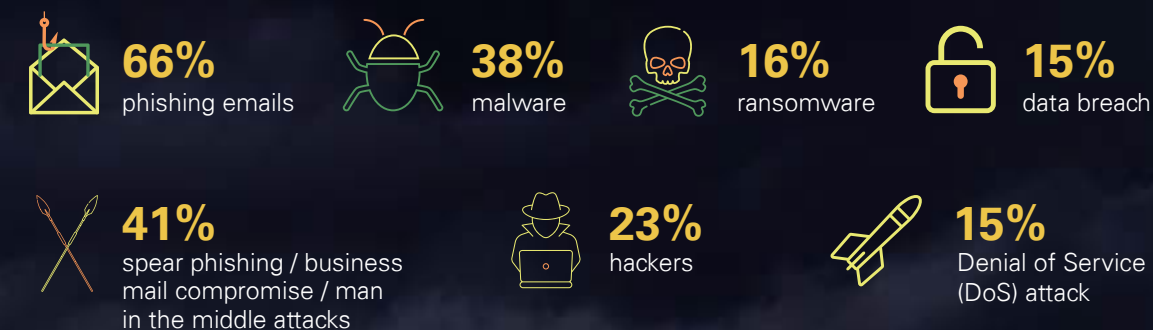
Nearly **2 in 5** have cybersecurity deeply embedded into all aspects of their business – integrated into all governance and management processes & have a cybersecurity leader who plays a key role



**86%** implementing or planning to implement multi-factor authentication or password-less authentication for data access

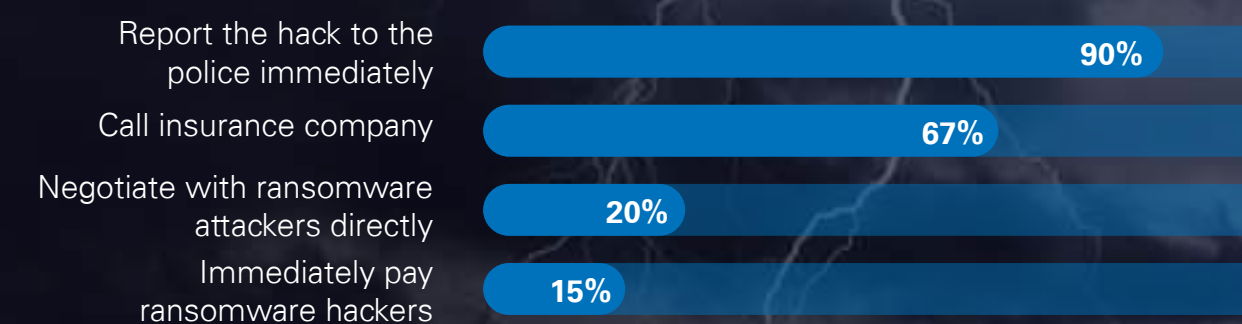
Nearly **3/4** said they are confident they are well protected from ransomware attacks

The types of cyber attacks businesses experienced during COVID-19:



**94%** say they continuously monitor their environments for potential cyberattacks

How would your company respond to a ransomware attack?



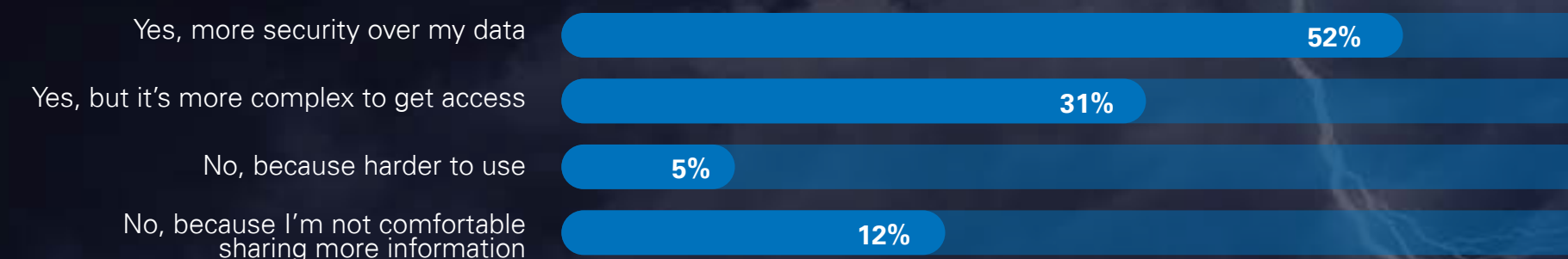
## CONSUMERS



8 in 10

are concerned about their personal data being compromised in a cyberattack on their financial institutions, retailers, wireless/internet providers and governments

Do Canadians support additional authentication measures, like fingerprints, iris scans and user IDs, to access government/business services?



The age ranges that show the highest support for digital authentication:



Have you been the target or victim of a phishing email during COVID-19?



Percentage of Canadians leery about sharing their personal or financial information with any organization that's had a cyberattack or data breach:



Only 1/5 consumers know how companies safeguard their data or where they store it



9 in 10 are extra careful when they shop online because they're afraid of their personal information being hacked or stolen

