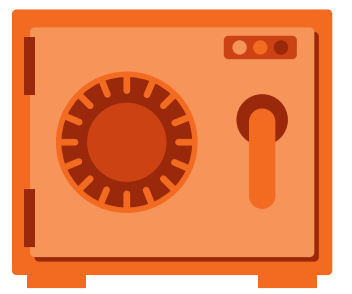




Banking Data

The currency of cyber trust



63%
of people

say that recent attacks have made them **more aware** of cyber security



59%
of people

say they're concerned that a cyber attack will have a **significant impact** on their life in the next 12 months



25%
of people

say they would **still trust** an organisation after an attack



87%
of people

say individuals need to take responsibility for keeping their information safe online - yet **15% don't take any steps** at all to stay informed about the latest cyber security threats



Security expected to be in place



56%
of people

are willing to compromise their user experience for **better security**

53%
of people

say the **biggest reason** they trust an organisation is a rigorous security process

59%
of people

expect financial services organisations to have **data encryption** in place

67%
of people

say they would trust an organisation more to know it was investing in **advanced tech**

58%
of people

want **cyber security defences** to be managed by a combination of human insight and automated technology

