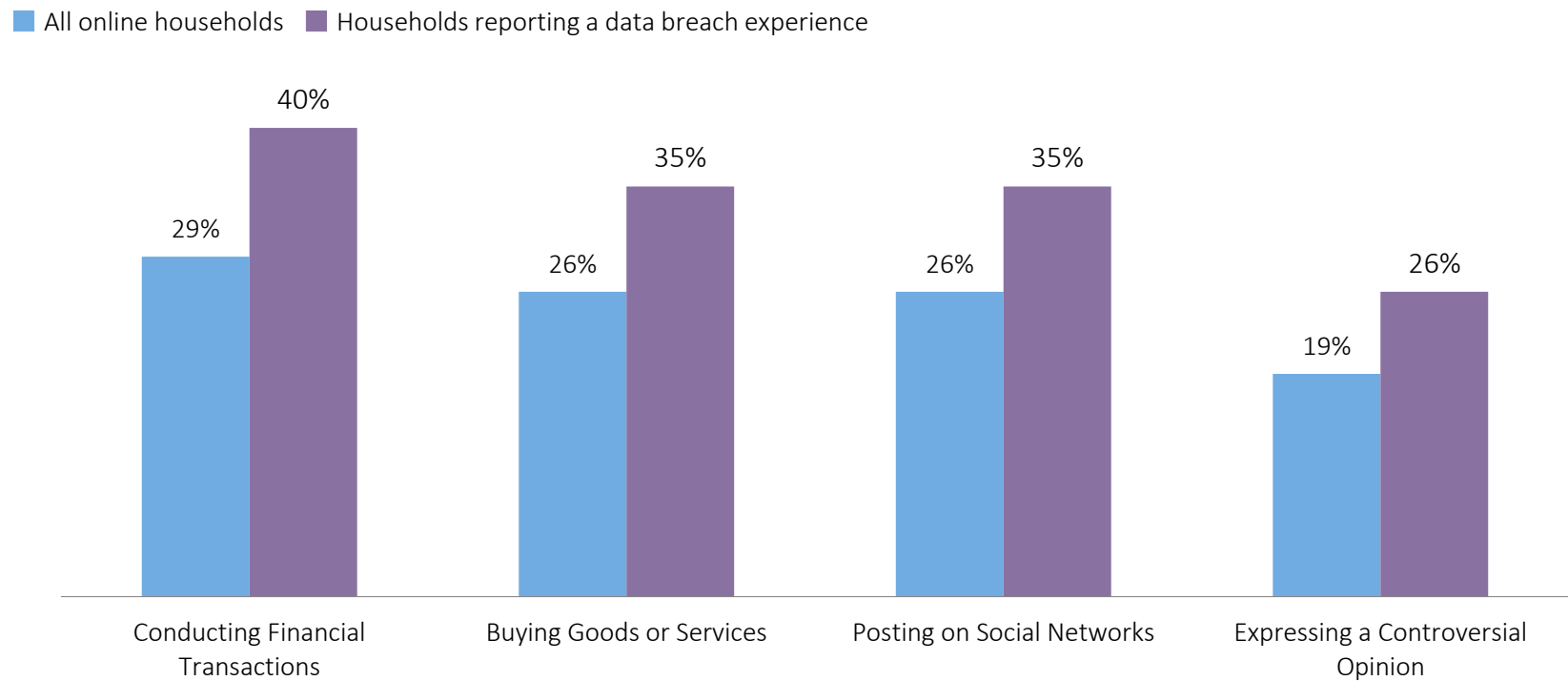


Cybersecurity and Privacy Concerns Affect Internet Habits, May Shape Online Consumer Decisions as Well

Online Activities Avoided Due to Privacy or Security Concerns



- The data reflects consumers’ response to poor cybersecurity measures prevalent in both the public and private sectors. **Many organizations currently take a reactive approach to cybersecurity which may begin costing them previously loyal customers.**
- While a single data breach may be costly in the short-term, the data shows that more research should be done to **assess the long-term effects of security failures as they could prove costly to both businesses and their respective industries.**

Source: US Census Bureau and the National Telecommunications & Information Administration, “Computer and Internet Use Supplement to the CPS,” July 2015; Andrea Peterson, “Why a Staggering Number of Americans Have Stopped Using the Internet the Way They Used To,” The Washington Post, May 13, 2016