

The Millennial View on Data Security



Savvy millennials present a unique data challenge to businesses. They understand the value of their data and often find out about security breaches before the breached company does. But they also value convenience, and balancing convenience with security is delicate work. To find out more about millennials' attitudes towards security, Radware surveyed 500 UK adults aged between 18 and 34.

Millennials Are Unwilling to Give Up Their Valuable Data



But Their Attitudes Soften When Sharing Information with Friends



Millennials Are Quick to Use New Tools to Find Out if Their Data Has Been Compromised



However, Many Still Suffer Losses



And They Are Just as Likely to Blame Company Security for a Data Breach as a Hacker



Millennials Posting Without Caution Are Facing the Consequences

20%
SAY THAT THEIR SOCIAL MEDIA HAD STOPPED THEM FROM GETTING A JOB

7%
SAY THAT SOMETHING THEY POSTED STOPPED THEM FROM GETTING INTO A COLLEGE OR UNIVERSITY

Taking Multiple Steps to Help Secure Data Online



CONCLUSION

Millennials in the UK have high expectations of companies that they trust with their personal data. Despite how relaxed some are with their own information, most are wary of handing over data to untrusted brands and will take action if they feel that their data is at risk.

For businesses, ensuring a secure service in today's digitally driven world is paramount. With such large quantities of personal data at risk, no industry is safe, and no business can expect to not be a target.

This cultural change must be embraced, and security should be seen as a selling point and a tool to improve customer loyalty, which can be damaged irreparably by data breaches and loss or reduction in service availability. Business leaders that deploy new technology and prioritise cybersecurity will be the ones to win the trust and loyalty of the millennial.

METHODOLOGY

The survey was completed by Radware via a Google survey conducted in August 2018 among a sample of 500 UK adults aged between 18 and 34.

