

Internet and online shopping security:

Population survey among Swiss Internet users in 2023

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www.internet-sicherheit.ch

Research methodology:

Between 7 August and 4 September 2023, 1,239 interviews were conducted with persons aged 18 and above in all three parts of Switzerland.

The telephone survey (n = 433) was carried out with randomly chosen, automatically generated landline numbers. The online survey (n = 806) was conducted using the polittrends.ch online panel. The ratios were extrapolated to the overall sample. The confidence interval lies at +/- 2.8 %, with a significance level of 5 % and a distribution of 50/50. Owing to roundings and answers from the "Don't know / no response" category, the answers do not always add up to 100 %.



Tips for safer Internet use

1. Check links in emails whose sender you don't know before clicking.
2. Do not share personal or sensitive information with unknown persons.
3. Shop at shopping sites you know or where you can verify the company.
4. Create a regular/automated backup of your data.
5. Automatically/regularly update the software on your mobile phone, tablet and laptop/computer.
6. Use strong passwords – use a password manager.
7. Where offered, enable two- or multi-factor authentication (2FA/MFA).
8. Use public Wi-Fi only when necessary and with a VPN.
9. Be sure to obtain information from trustworthy sources.
10. Report fraud to the police.

Further information:

iBarry – Tips and Checklists from the Internet Security Platform, www.ibarry.ch



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Do Swiss Internet users see dangers in the Internet?
 Online attacks are a serious problem: **95 %**
(scale values of 4+5 on a scale of 1 = disagree entirely to 5 = agree entirely)



Swiss Internet users affected by an online attack in the last three years:

18–39 years: 6 %, 40–64 years: 8 %, 65+ years: 11 %
 Money was stolen in 38 % of such cases
 An extortion payment was made in 7 % of such cases



Do Swiss Internet users see themselves at risk of being affected by an online attack in the next two to three years that could cost them money or data?

Large / very large risk **25 %**
 Undecided / yes and no **38 %**
 Small / very small risk **35 %**



How safe do Swiss Internet users feel online?

Generally / very safe **86 %**
 Generally / very unsafe **14 %**

What could happen during an online attack?

Data theft / loss **43 %**
 Financial consequences (e.g., due to theft of bank details) **30 %**
 Misuse of personal data / identity theft **20 %**
 Limited access to devices / Internet **10 %**
(Open question, subsequently coded)

Make private use of a password manager: **38 %**

Software updates are executed upon prompting

Within 24 hours **51 %**
 Within one week **32 %**

Do Swiss Internet users always use the same password?

Never / hardly ever the same password **64 %**
 Always / almost always the same password **31 %**

Always/almost always use the same password: 31 %
 18–39 years: 40 %
 40–64 years: 30 %
 65+ years: 22 %

Why do Swiss Internet users consider the risk to be low?

Cautious behaviour **38 %**
 Technical safeguards **34 %**
 I'm too uninteresting / unimportant **12 %**
 Secure use of passwords **9 %**
 Know what I'm doing / aware of risks **9 %**
 Rarely use computer / Internet **9 %**
 Identification and deletion of e-mails **8 %**

(For those considering the risk of an online attack to be small/very small/open question, subsequently coded (n = 431))

How knowledgeable are Swiss Internet users about how to protect themselves against online attacks?

Little / very little knowledge **31 %**
 Good / very good knowledge **68 %**

Where do Swiss Internet users obtain information about cyber security?

On the Internet **33 %**
 In traditional media (newspapers, magazines, TV) **23 %**
 From friends, acquaintances and family **22 %**
 At the workplace / from colleagues **13 %**

Have Swiss Internet users ever attended a training course on cyber security?

No **66 %**
 Yes **34 %**



Who assists Swiss Internet users in the event of cyber attacks?

Specialist / specialist company **38 %**
 Family and friends **32 %**
 I myself (e.g., on the Internet) **16 %**

Have Swiss Internet users been defrauded when shopping online in the last five years?

Yes **11 %**

Do Swiss Internet users worry about potential online fraud?

Never **28 %**
 Rarely **57 %**
 Yes **15 %**

(For those who shop online at least once a month (n = 1'156))

What are the most secure payment methods for Swiss Internet users?

Invoice **37 %**
 Credit/debit card **19 %**
 E-banking of own bank **16 %**
 Twint **15 %**
 PayPal **9 %**

(For those who shop online at least once a month (n = 1'156))

Do Swiss Internet users shop online?

At least once a month **77 %**
 Less frequently or never **23 %**



Measures against cyber attacks are important **91 %**

I would like to be better informed about cyber security **61 %**
 I intend to protect myself better against cyber attacks in the future **47 %**

(scale values of 4+5 on a scale of 1 = disagree entirely to 5 = agree entirely)

Swiss Internet users: on average **seven** Internet-enabled devices

Which devices do Swiss Internet users have connected to the Internet?

