# AURA

Digital Crime Index 2023

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Overview

Leading all-in-one-digital safety app Aura released its inaugural Digital Crime Index, an annual assessment that examines the security risks that accompany the connected lives of Americans. From cons, scams, breaches and predators, the proprietary research assessed the online behavior of 1,000+ Americans, quantifying risk factors and the financial losses that follow.

Major findings shed light on the alarming discrepancies across ages, race, genders and lifestyle. While the data clearly showed most Americans are concerned about a multitude of digital crimes, it also revealed that all Americans should feel an extreme sense of urgency to protect themselves and their families online. The loss to Americans is continuously growing, and cybercriminals are innovating.

With one intelligent solution, Aura's fully integrated services give Americans the financial, identity, network, and device, and family protection they need *now.*
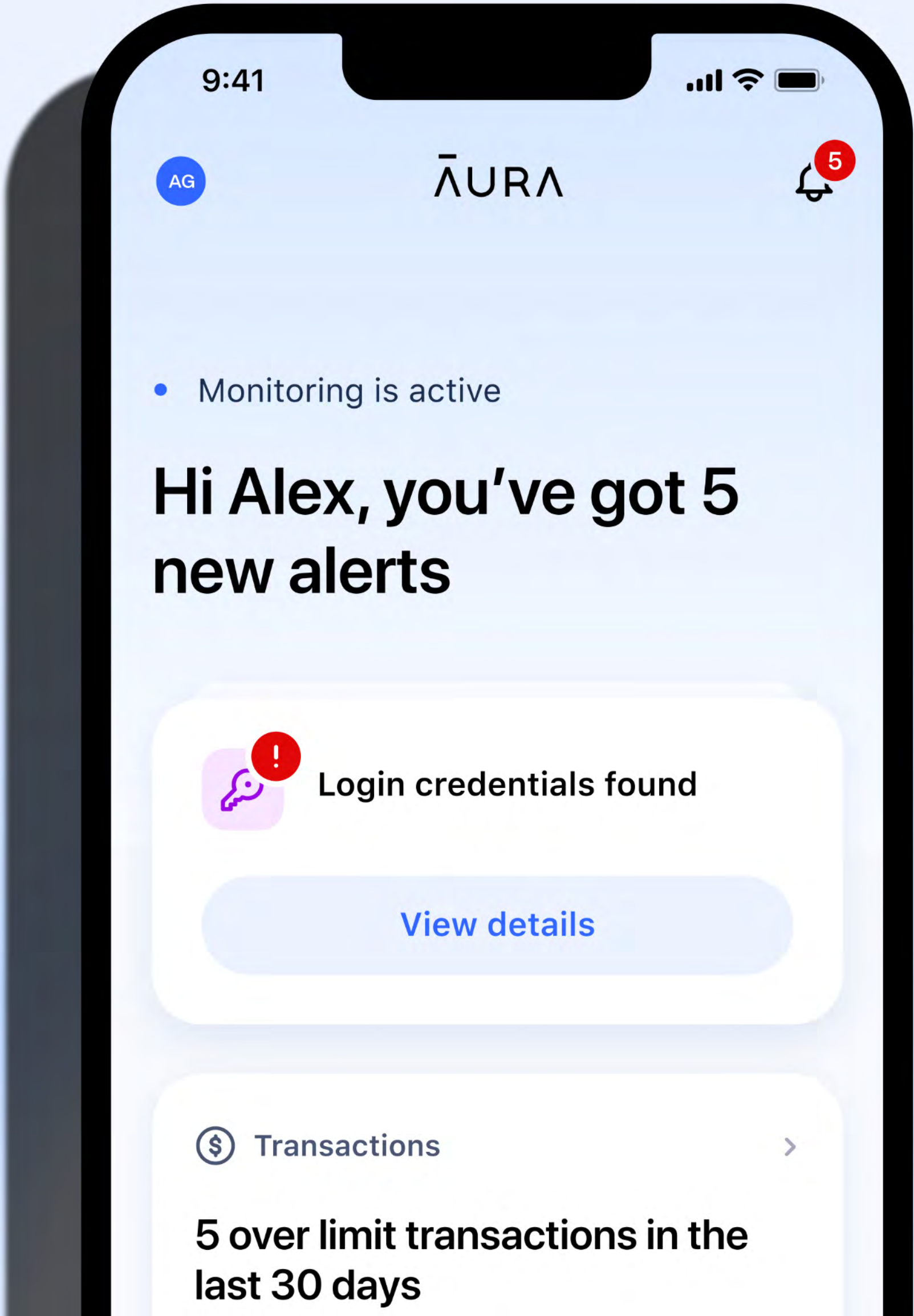
The National Risk of Cyber Crime

In 2022, Americans spent an average of 494 minutes on digital media each day — forecasted to rise to 508 minutes by 2024.[*] This increased time spent online, along with several other behaviors, could put Americans more at risk for a digital crime. Americans know that this risk is real: Aura's research uncovered that 2 in 3 Americans are concerned about digital crimes; 60% of Americans have already reported being victim to at least one crime.

2 in 3

Americans are concerned about digital crimes.

60%

of Americans have reported being a victim to at least one digital crime.

Average Risk Level by Population

To better educate Americans on their risk-level, and in turn inspire proactive protection, Aura designed the Digital Crime Index. It measures how at-risk Americans are to digital crime and analyzes key factors that increase that risk, including:

· Specific risky activities
· Experiences with digital crimes
· Activity susceptibility (number of devices, accounts, etc.)

The Digital Crime Index assigns a weighting to those factors and provides a score that illustrates the level of risk. Additionally, the Digital Crime Index explores which populations are more or less at risk of experiencing digital crimes using the scoring system on the table.

Scoring System

Level of Risk	Risk Score
Extreme Risk	401-500
Severe Risk	301-400
Significant Risk	201-300
High Risk	101-200
Moderate Risk	1-100
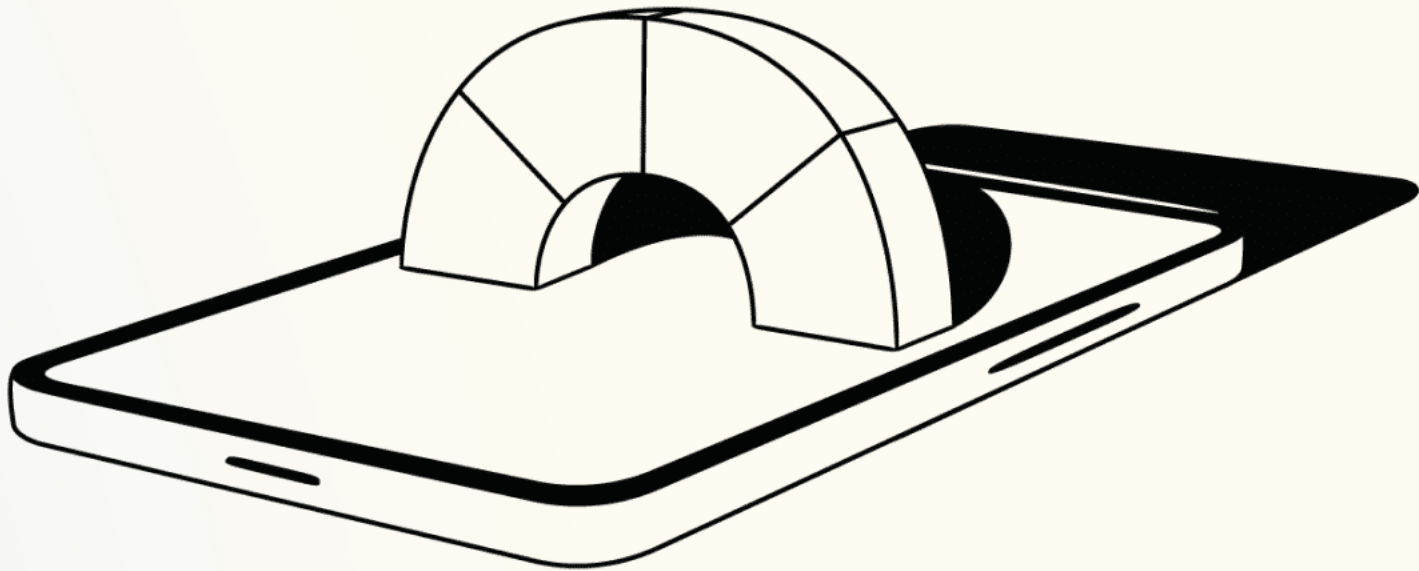
Most Americans are at a High to Significant Risk

- **High Risk**
- **Significant Risk**
- ---- Average Risk of Americans

Average Risk by Population

Population	Value
College Degree or Higher	167
Veterans & Active Duty	169
Some College	174
Baby Boomer	175
Gen-X	176
Men	178
Domestic Violence Survivor	181
White	182
Hispanic	184
Women	189
Millennials	191
Black	191
Gen-Z	204
High School or Less	204

183

0
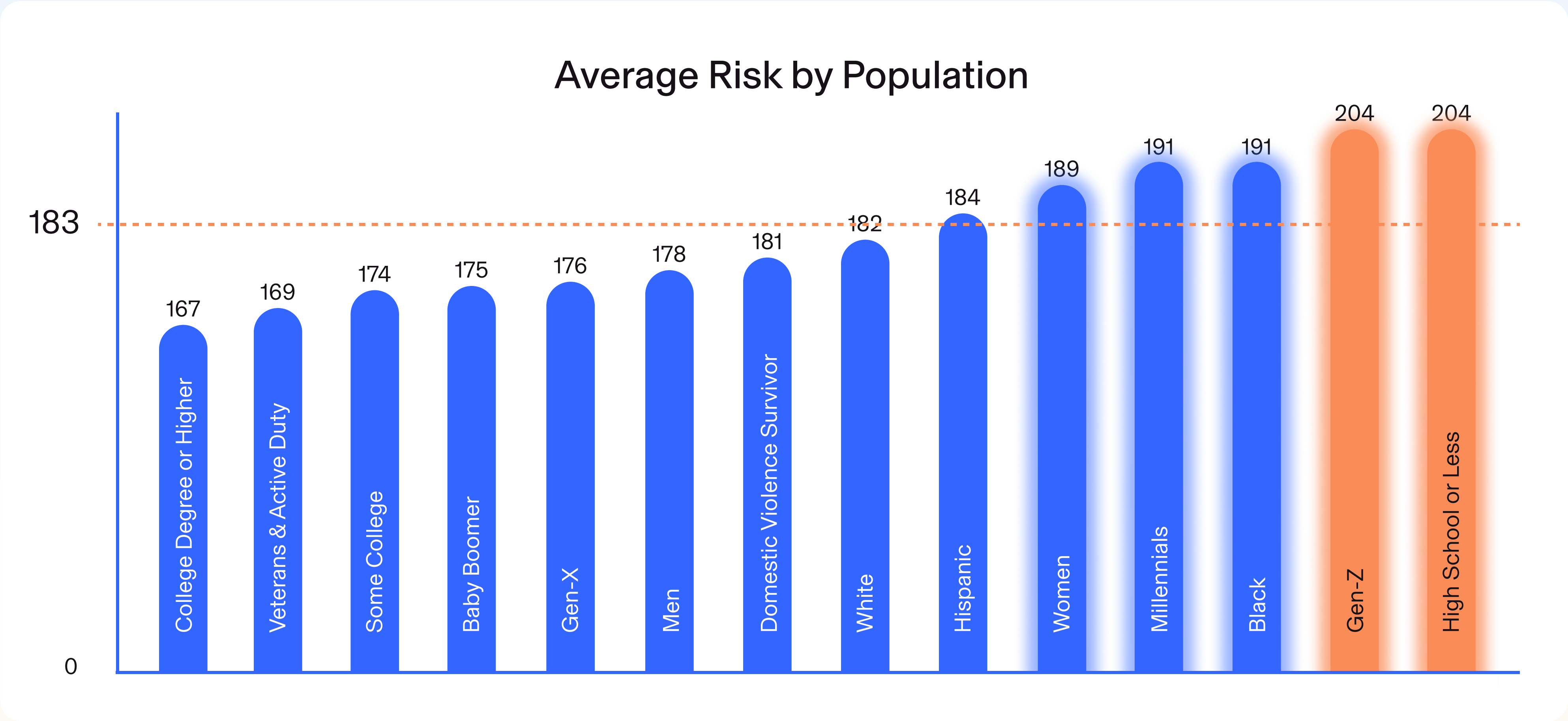
Top Risk Observations

91%

of people are at Moderate to Severe Risk

Americans are concerned about becoming an online victim, as 67% are moderately/very concerned about digital crimes, specifically with credit card fraud (63%) and identify theft (74%).

55%

use the same password

Americans are exhibiting risky behaviors that could make them more susceptible to these crimes, including having public social accounts (18%) and using the same passwords across accounts (55%).

When it comes to financial loss, some populations over-index at an alarming rate

Data sheds light on high-risk audiences who have a disproportionate financial impact if they fall victim. This includes: women, parents, veterans and active-duty military, Black Americans, and younger generations.

Demographic Findings

The study examined and reveals detailed findings for the highest-risk populations, as determined by the Digital Crime Index. What follows is an analysis of the highest-risk populations.
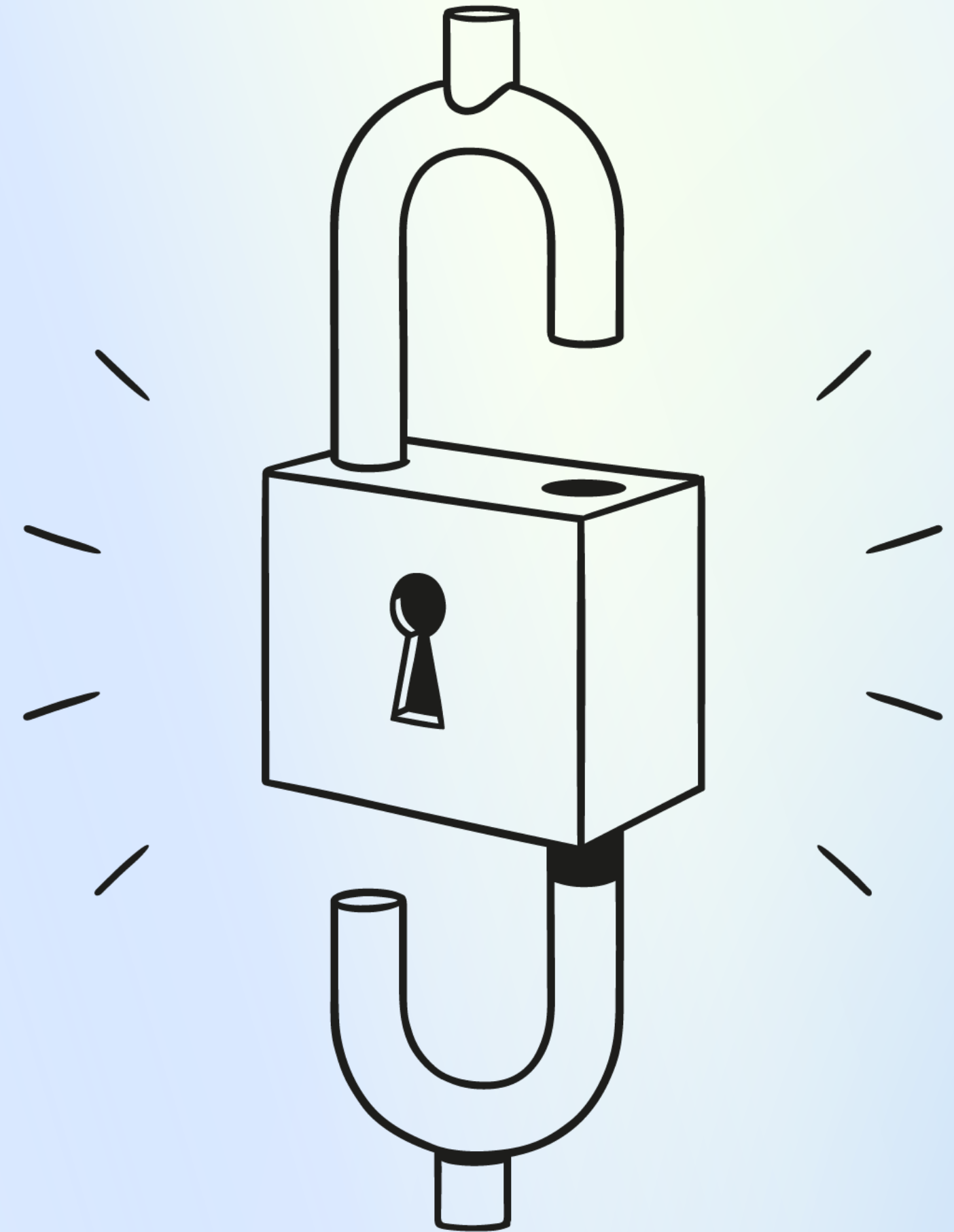
Overview of Highest-Risk Populations

Gen-Z

Gen-Z may be digitally native, but they are also digitally risky compared to other generations.

Black Americans

Black Americans are at greater risk of digital crimes than White Americans.

Women

Women stand to lose more than men with spending time online.

Veterans

Veterans and active-duty military value protection in many ways, but they're more likely than the average American to be a victim.

Parents

As if parents don't already have enough to worry about, they lose more financially than other groups.

Gen-Z

Gen-Z might be digitally native, but they are also digitally risky compared to other generations.

The adoption of technology varies by generation, but younger generations (like Gen-Z) are the most familiar. Gen-Z has only ever known a digital-first life; <u>54% of them spend at least 4 hours on social media each day</u>, and 38% spend even more than 4 hours.[‡‡]

With all this time online and inherent knowledge of the space, one might assume they know the risks of their world, but data disagrees. In fact, <u>Gen-Z scores at a high risk of digital crime</u> compared to other generations surveyed, which rank at moderate risk.

While Gen-Z is at highest risk of digital crime, Millennial, Gen-X, and Baby Boomers are all equally likely of each other to have experienced digital crime in the past. 63% of Millennials and 68% of Gen-X protect themselves online in some way, compared to just <u>52% of Gen-Z</u>.

Gen-Z are at high risk of a digital crime.

54%
spend 4+ hours/day on social media.[‡‡]
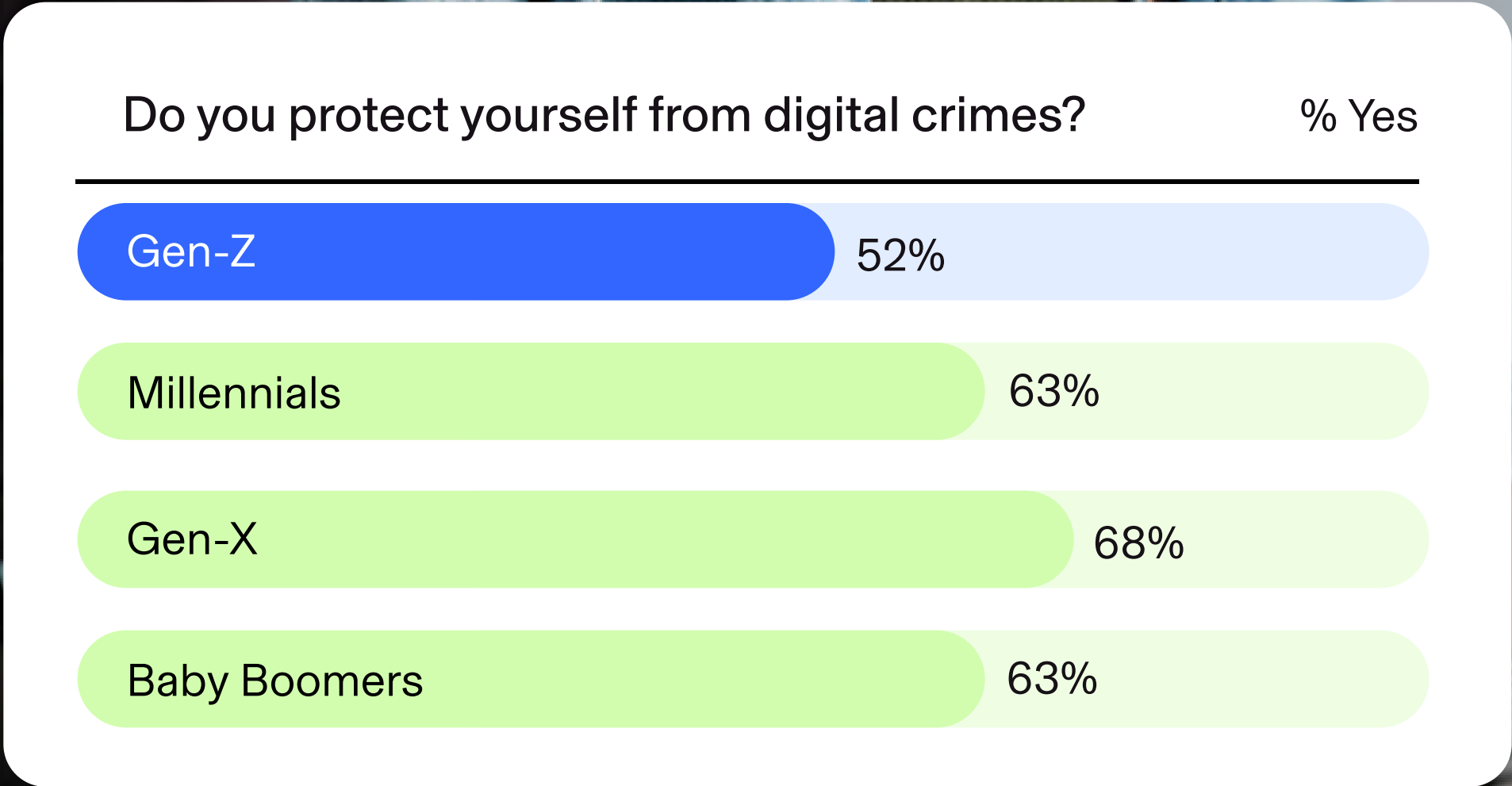
Do you protect yourself from digital crimes?   % Yes

Gen-Z	52%
Millennials	63%
Gen-X	68%
Baby Boomers	63%

Black Americans

Black Americans are at greater risk of digital crimes than White Americans.

Statistically, Black Americans report using the internet constantly at the same rate as White and Hispanic adults in the U.S. However, Black Americans are 5x more likely than White Americans to be at severe risk of digital crime: 10% of Black Americans are at a severe risk compared to 2% of White Americans at a severe risk.[**]

When it comes to a digital crime, Black Americans are most concerned with identify theft (74%), even though phishing was the number one reported digital crime in 2021.[††]

5x
more likely than White Americans to be at severe risk of a digital crime.

74%
of Black Americans are concerned with identity theft.

Women

Women stand to lose more than men with spending time online.

Addressing gender gaps has become increasingly important over the past few years, especially as society strives towards equity. When it comes to this gap, digital crimes are no exception.

According to the Pew Research Center, men surpassed women in 2021 in their share of internet usage penetration with 94% share compared to 93% share. While men surpass women, women are 2.5x more likely to be at severe risk of digital crime than men.

Perhaps what is most alarming is the difference between the average loss for a woman who falls victim to a digital crime vs. a man. On average, women lose over $10,000 more than men per crime.

2.5x
more likely to be at severe risk of digital crime than men.

On average, women lose over $10,000 more than men per crime.

Though men have more violent crimes committed against them, women are at a higher risk of a digital crime and stand to lose 6× more financially than men.

% People that Confirmed They Experienced a Digital Crime		Average Loss
Total	16%	$8,084
Male	13%	$2,158
Female	20%	$13,046

Military

Veterans and active-duty military members value protection in many ways, but they're more likely to be a victim.

While all connected individuals are at risk of digital crime, members of the military are uniquely exposed. Frequent relocation to new duty stations and access to specific government benefits and classified information make them particularly interesting targets for criminals.

The Aura Digital Crime Index uncovered that 7 out of 10 military members (active-duty and Veterans) have been a victim of a digital crime; 71% of Veterans and active-duty service members report experience with digital crime, where 60% of the total population report similar experiences. Notably, some of these instances were from data breaches of federal and local government organizations.

Of those who were a victim of a digital crime, the impact extends beyond a single scam. In fact, 1 in 6 Veterans and service members who have experienced digital crimes also experienced financial loss, and 1 in 10 say they will never be able to fully resolve the issue that the crime caused. In addition, 66% of Veterans and service members who have experienced a digital crime have also had their information stolen in a data breach.

Due the onslaught of digital crime this population has faced, 73% of Veterans and service members are concerned about digital crimes, compared to 67% of the general population.

7 in 10

have been the victim of a digital crime.

1 in 2

Veterans and service members who have experienced digital crime have been victims of more than one type of digital crime.

Veterans and active-duty military are more likely than the average American to be a victim of a government data breach.

Parents

As if parents don't already have enough to worry about, they lose more financially than other groups.

There seems to be no right answer for parents on what is too much or too little screen time for their children. Parents have more points of vulnerability as their families spend increasing time online. In 2021 94% of children between 8-18 years old had a smartphone in their home, up from 91% two years prior.[‡]

Even with these additional points of vulnerability, 84% of parents report that they monitor the online content accessed by their children on websites and mobile apps. Aura's research reveals that parents are in line with the average in terms of their moderate digital risk.[§]

Parents also have approximately 3 more devices in their household. This, coupled with their families increasing time spent online, increases their vulnerability to digital crimes.

Parents   Non-Parents

-$24,188   -$1,554 avg. loss per incident

15x

more financial loss for parents than compared to non-parents.

Parents carry a bigger financial toll from being victim to a digital crime and it is likely from multiple internet users and an average of 3 more devices in their home.

Appendix

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Methodology and References

Methodology:

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)

Interview dates: October 18-28, 2022
Number of interviews, adults: 1,009

Margin of error for the total sample:
+/- 3.25 percentage points at the 95% confidence level

Public Data:

The Aura Digital Crime Index 2023 is supplemented by public data, including:

*In 2022, Americans spent an average of 494 minutes on digital media each day, a number which is forecasted to rise to 508 minutes by 2024 (InsiderIntelligence.com).

†Even though, according to the Pew Research Center, men surpassed women in 2021 in their share of internet usage penetration with 94% share compared to 93% share – Pew 2021 - https://www.statista.com/statistics/1272876/worldwide-social-apps-time-spent-daily-gender/

‡In 2021 94% of children between 8-18 years old had a smartphone in their home, up from 91% two years prior. - Common Sense Media -
 https://www.statista.com/statistics/1324245/children-owning-an-electronic-device-at-home-by-type-us
#:~:text=During%20a%202021%20survey%20conducted,also%20increased%2C%20reaching%2084%20percent

§84% of parents report that they monitor the online content accessed by their children on websites and mobile app – Pew Research Center -
https://www.statista.com/statistics/1339328/us-parents-monitoring-children-digital-activities/

**Black Americans report using the internet constantly at the same rate as White and Hispanic adults in the U.S.- March 2021 - Pew Research Center -
https://www.ftc.gov/system/files/ftc_gov/pdf/CSN%20Annual%20Data%20Book%202021%20Final%20PDF.pdf

††Even though phishing was the number one reported digital crime in 2021 – FBI, IC3, March 2022 - https://www.statista.com/statistics/184083/commonly-reported-types-of-cyber-crime-global/#:~:text=In%202021%2C%20the%20most%20common,the%20IC3%20during%20that%20year.

‡‡54% spend at least 4 hours on social media each day and 38% spend even more than 4 hours – Morning Consult 2022 -
https://morningconsult.com/2022/12/12/gen-z-social-media-usage/

Weighting Plan

Weight Process

For this study, our weighting process included the following steps:

1. In the first step, design weights for KnowledgePanel (KP) Gen Pop sample assignees and Total sample assignees (included Gen Pop, Active Duty, and Veteran sample) were computed separately to reflect their selection probabilities.

1. The design weights for Gen Pop sample respondents were raked to the following geodemographic distributions of the 18 and over US population. The needed benchmarks were obtained from the 2022 March Supplement of the Current Population Survey (CPS).
   a. Gender (Male, Female) by Age (18-29, 30-44, 45-59, 60+)
   b. Race-Ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, Hispanic, 2+ Races/Non-Hispanic)
   c. Census Region (Northeast, Midwest, South, West)
   d. Metropolitan Status (Metro, Non-Metro)
   e. Education (Less than High School, High School, Some College, Bachelor or higher)
   f. Household Income (under $25K, $25K-$49,999, $50K-$74,999, $75K-$99,999, $100K-$149,999, $150K and over)

Trimming

The resulting weights were trimmed and scaled to add up to the sample size of Gen Pop sample respondents. The final weights were labeled as genpop_weight with 1,009 cases.

1. The design weights for Active Duty/Veteran respondents as screened from field from Total sample were raked to the following geodemographic distributions of the 18 and over Active Duty/Veteran population. The needed benchmarks were obtained from the 2022 March Supplement of the Current Population Survey (CPS).
   a. Gender (Male, Female)
   b. Age (18-44, 45-64, 65-74, 75+)
   c. Race-Ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other or 2+ Races/Non-Hispanic, Hispanic)
   d. Census Region (Northeast, Midwest, South, West)
   e. Metropolitan Status (Metro, Non-Metro)
   f. Education (High School or less, Some College, Bachelor or higher)
   g. Household Income (under $25K, $25K-$49,999, $50K-$74,999, $75K-$99,999, $100K-$149,999, $150K and over)
   h. Military Status (Active Duty, Veteran)

Trimming

The resulting weights were trimmed and scaled to add up to the sample size of active duty/veteran respondents. The final weights were labeled as military_weight with 268 cases.

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