



**MORNING CONSULT**

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**IBM Security**

TRAVEL CYBERSECURITY STUDY

May 2019

## Key Points

- 1 **7 in 10 Americans have engaged in a high-risk travel behavior, such as connecting to public Wi-Fi, charged a device using a public USB station, or enabled auto-connect on their devices regardless of the nature of their travel, but people are less likely to behave in a manner that might put their security at risk when traveling for personal reasons than they are when traveling for business**
- 2 **More than half of Americans are very or extremely concerned that their credit card or other sensitive digital information will get stolen when traveling, vs. roughly 31% who say they are similarly concerned that such information will be stolen at home**
- 3 **Only 40% of respondents believed it was likely they would be targeted for cybercrime while traveling, with the majority (60%) believing it is unlikely or have never considered it a possibility.**
- 4 **38% of respondents say they put a great deal or an extreme amount of effort into protecting their digital information when traveling; another 32% say they put in some effort to protect themselves, while 19% say they put in not very much or no effort at all.**
- 5 **25% of respondents say they are very or extremely confident in their abilities to protect themselves from cybercrime while traveling, but such individuals are equally or more likely to engage in risky travel behaviors such as connecting to public Wi-Fi or charging devices using public USB stations**
- 6 **17% have received a travel-related phishing-style scam when traveling or planning a trip, and 15% have had their information stolen while traveling at least once.**

### Methodology

This poll was conducted from April 23-24, 2019, among a national sample of 2201 U.S. Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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**Consumers' Current Travel  
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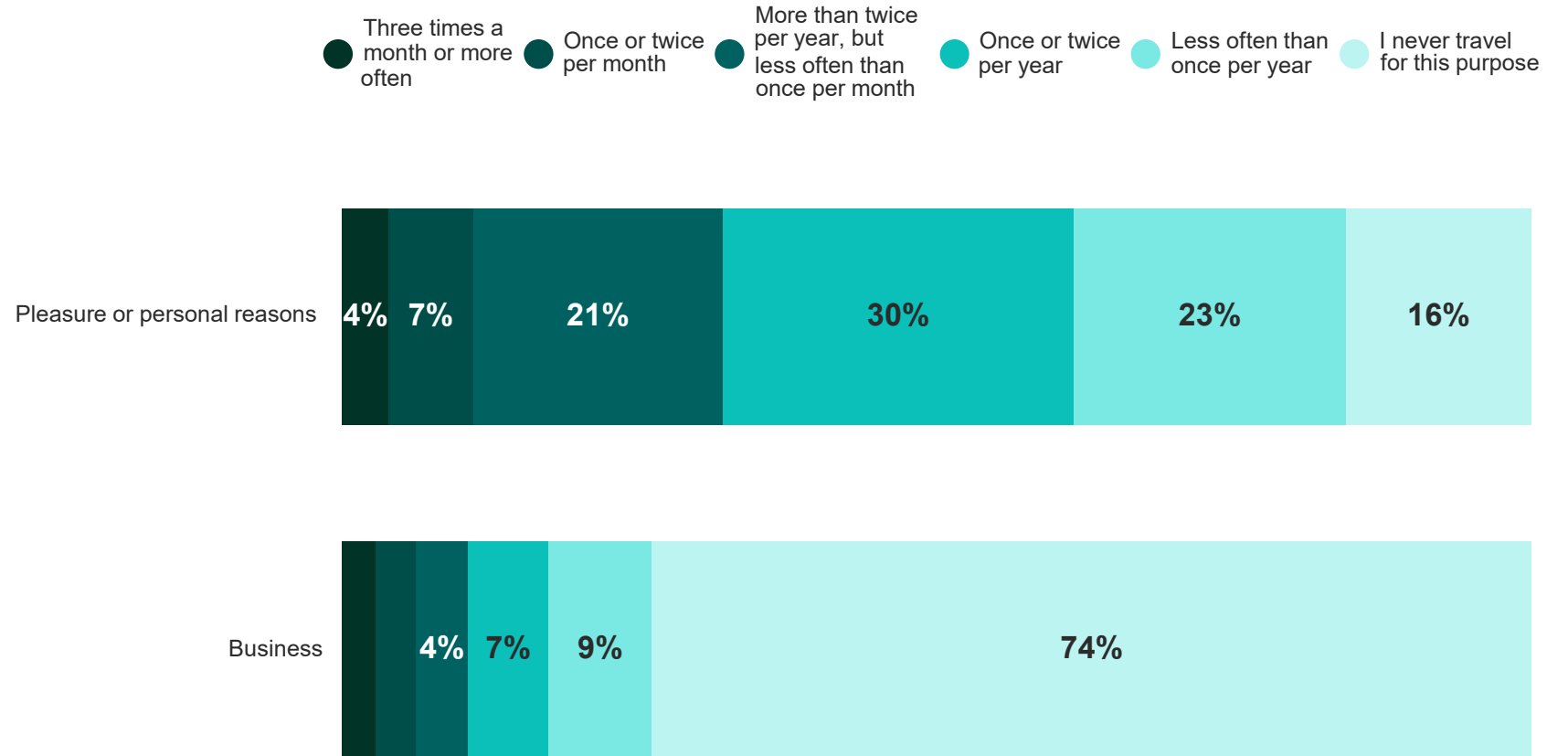
**Consumers' Concerns and  
Confidence Regarding  
Cybersecurity Travel Threats**

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**Consumers' Past Experiences with  
Travel-Related Security Threats**

## 26% of respondents travel for business, while 84% travel for pleasure or personal reasons

*Roughly how often do you travel for...*

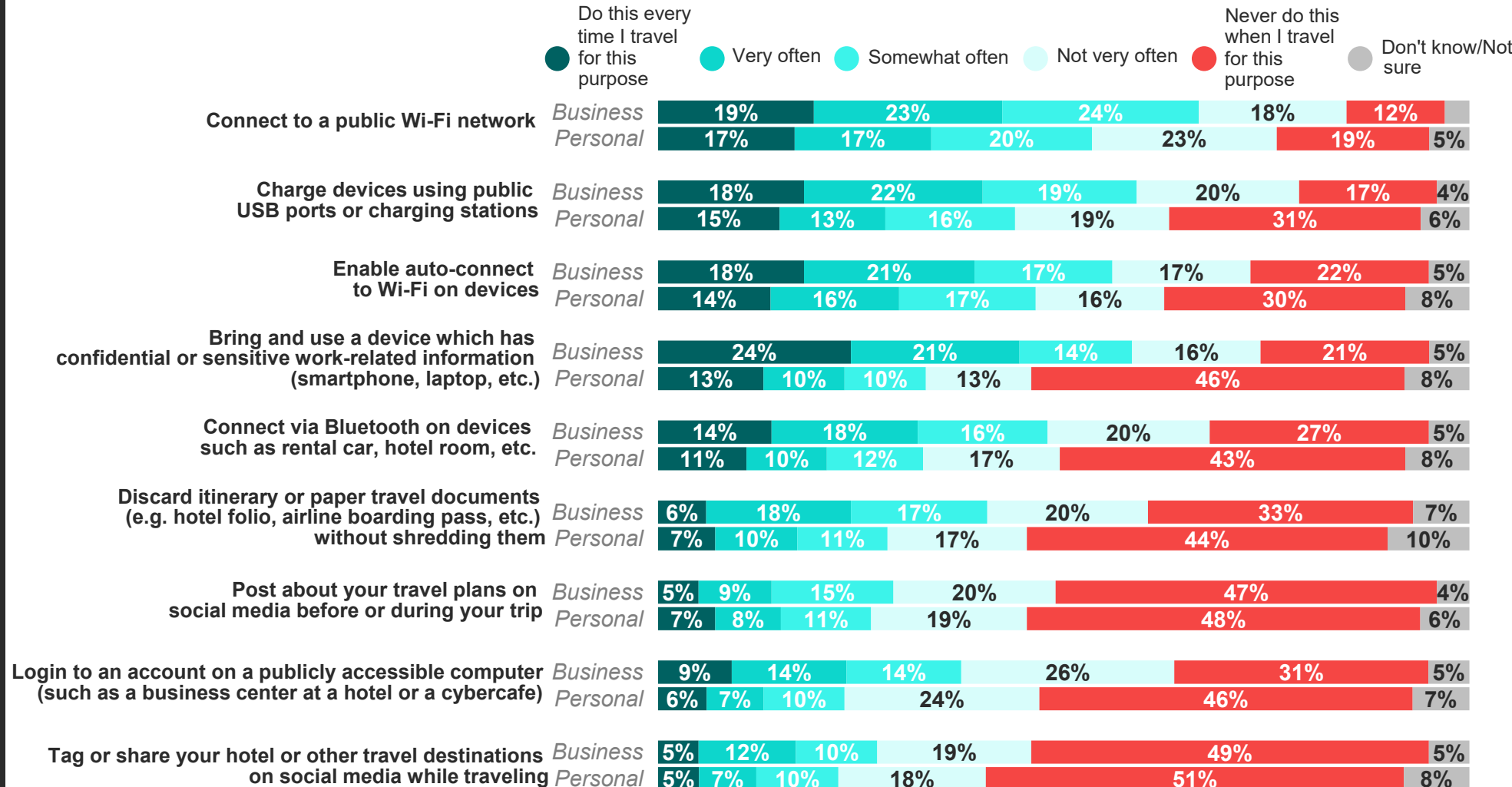


## Consumers' Current Travel Security Behaviors

# Consumers' Current Travel Security Behaviors

People are less likely to behave in a manner that might put their security at risk when traveling for personal reasons; Nearly 7 in 10 have engaged in very high risk behaviors regardless of the nature of their travel, such as connecting to public Wi-Fi, charged a device using a public USB station, or enabled auto-connect on their devices

How often do you do each of the following when traveling for [business/pleasure or personal reasons]?



Responses above reflect those who say they have traveled for the specified purpose. Among those who say they have traveled for personal purposes (N=1858), the margin of error is +/- 2%. Among those who say they have traveled for business purposes, (N=573), the margin of error is +/- 4%.

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**Consumers' Current Travel  
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**Consumers' Concerns and  
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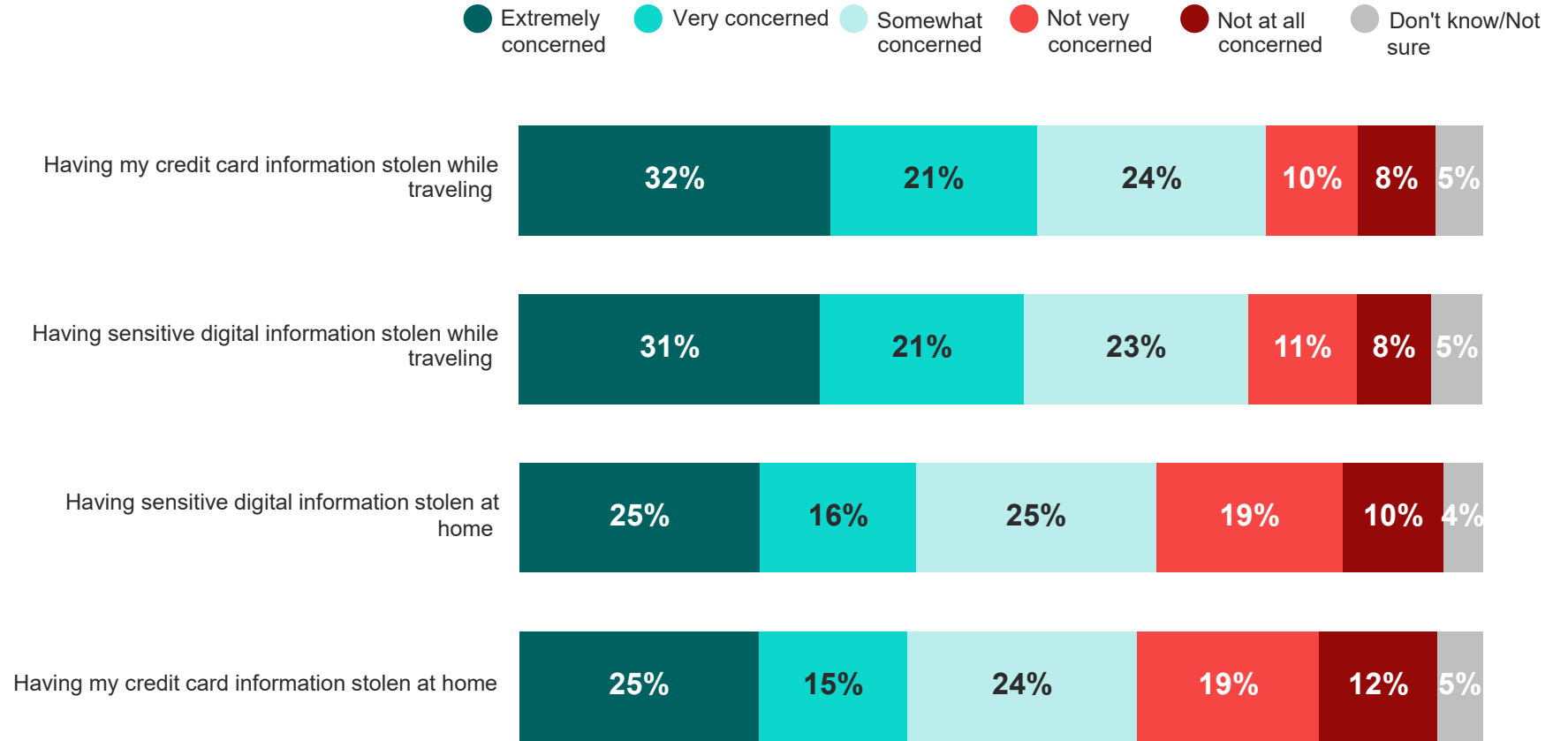


**Consumers' Past Experiences with  
Travel-Related Security Threats**

# Consumers' Concerns and Confidence Regarding Cybersecurity Travel Threats

## Respondents are more concerned about the security of their sensitive info while traveling than at home, with majorities extremely or very concerned about the safety of their credit card and sensitive digital info when traveling

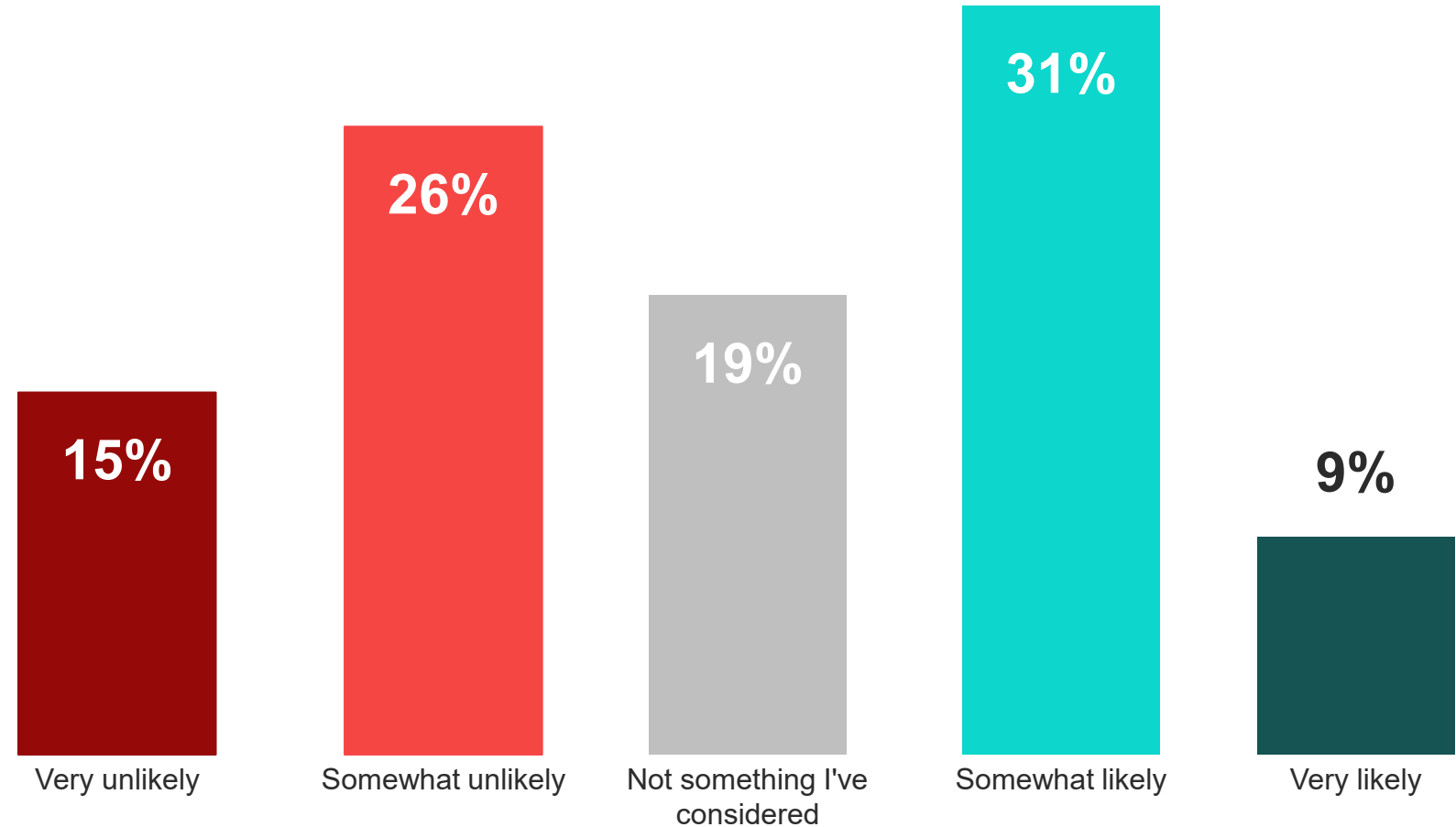
*How concerned are you about each of the following?*



**40% of respondents believed it was likely they would be targeted for cybercrime while traveling, with the majority (60%) believing it is unlikely or have never considered it a possibility**

*How likely do you think it is that you have been or will be targeted for cybercrime while traveling?*

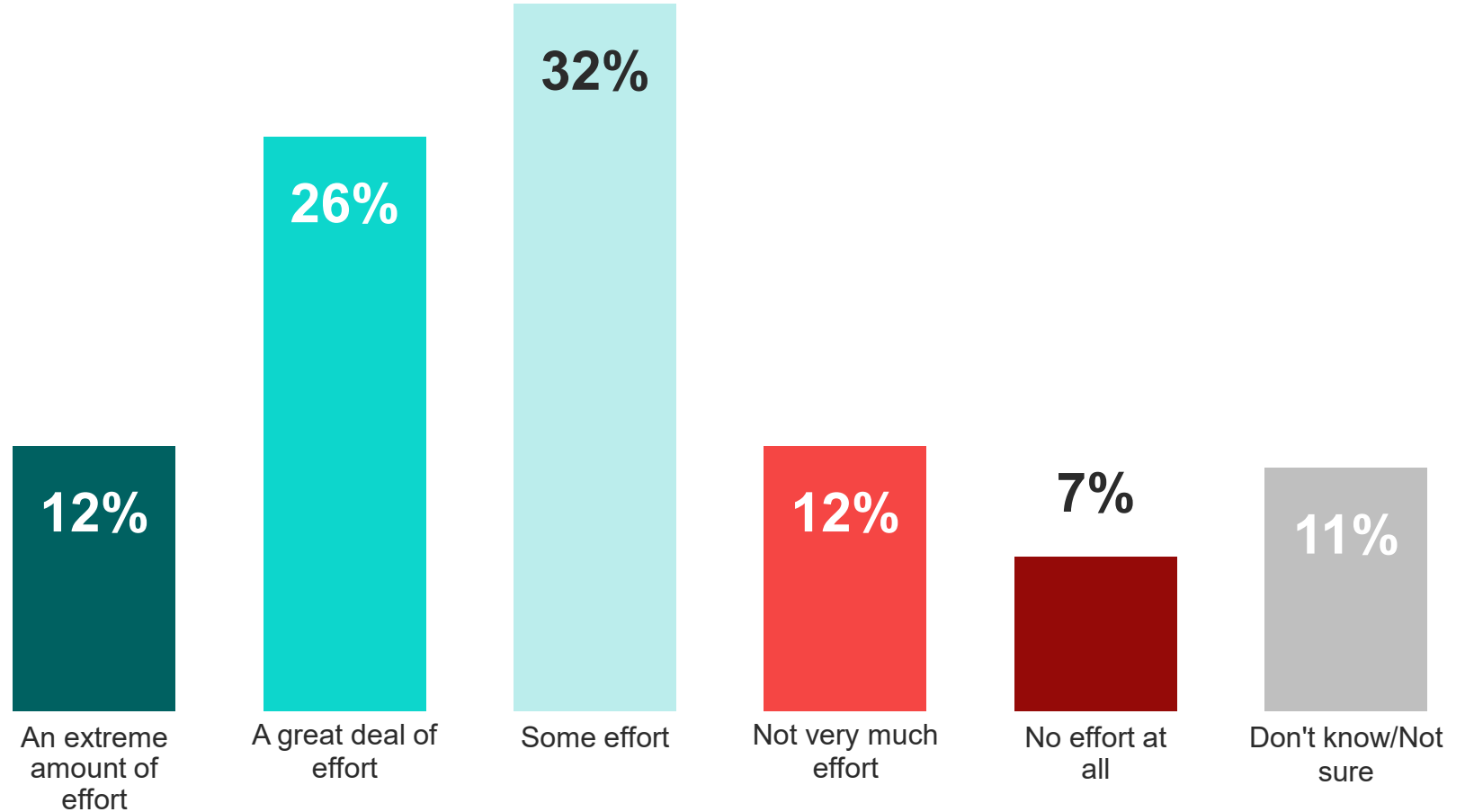
## Consumers' Concerns and Confidence Regarding Cybersecurity Travel Threats





## 38% of respondents say they put a great deal or an extreme amount of effort into protecting their digital information when traveling

*How much effort do you put into protecting your digital information while traveling?*

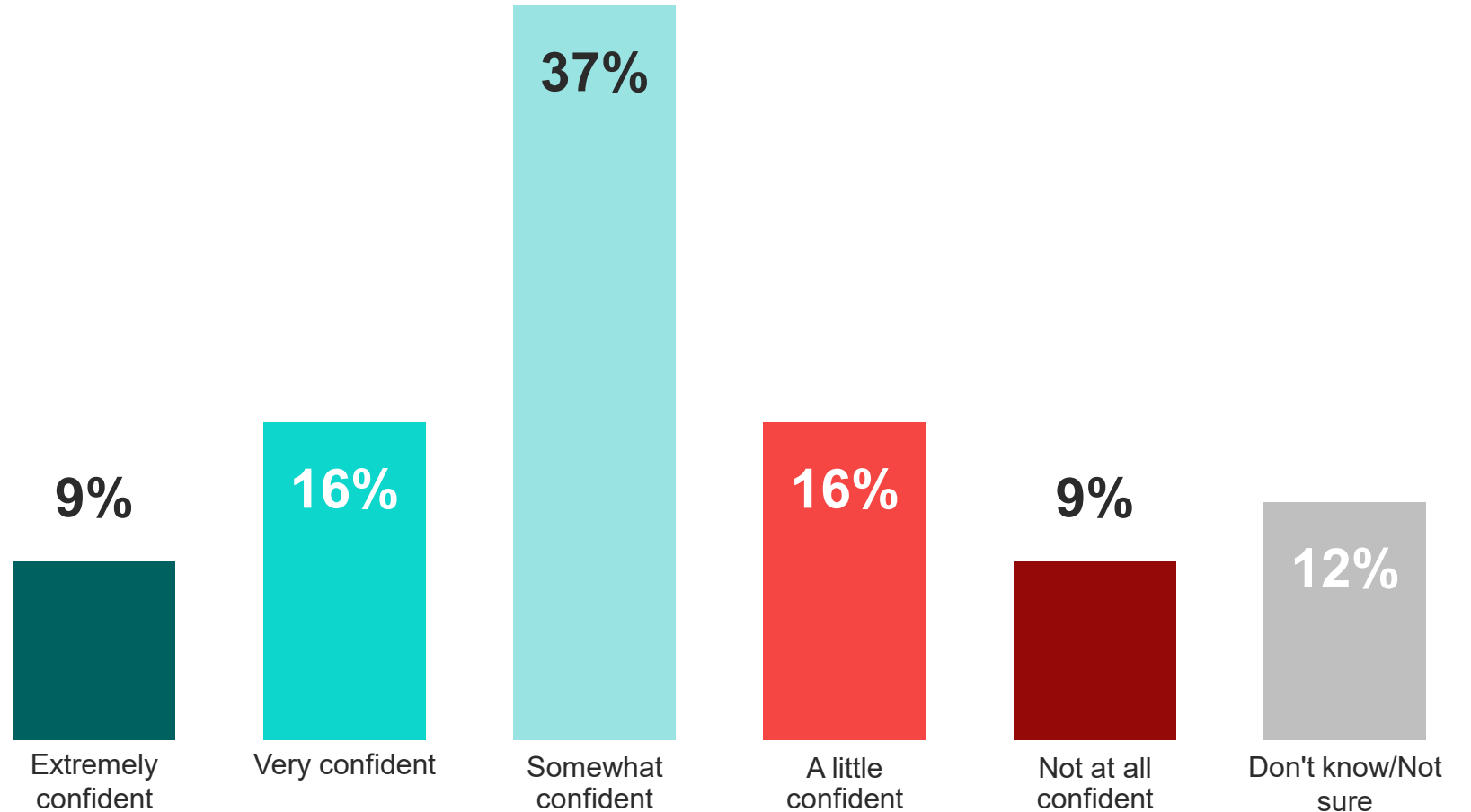


## Consumers' Concerns and Confidence Regarding Cybersecurity Travel Threats

## 25% of respondents say they are very or extremely confident in their abilities to protect themselves from cybercrime while traveling...

*How confident are you in your ability to protect yourself from cybercrime while traveling?*

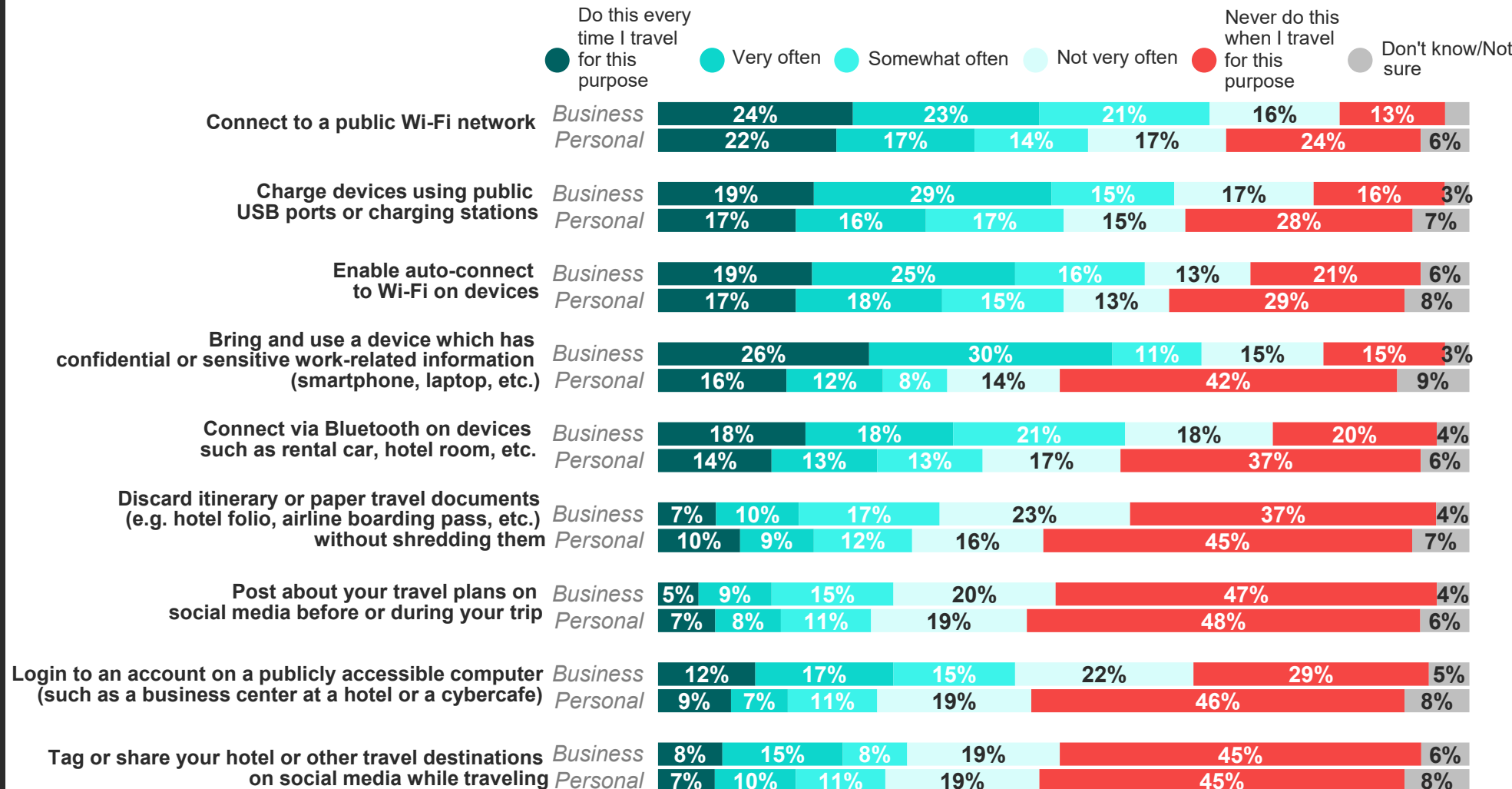
### Consumers' Concerns and Confidence Regarding Cybersecurity Travel Threats



# Consumers' Concerns and Confidence Regarding Cybersecurity Travel Threats

...but these individuals also engage in some of the same potentially dangerous behaviors while traveling, proving that confidence may not translate to knowledge or meaningful precaution.

*How often do you do each of the following when traveling for [business/pleasure or personal reasons]?*



Responses above reflect those who say they have traveled for the specified purpose and are very or extremely confident in their ability to protect themselves from cybercrime while traveling. Among those who say they have traveled for personal purposes (N=467), the margin of error is +/- 5%. Among those who say they have traveled for business purposes, (N=160), the margin of error is +/- 8%.

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**Consumers' Current Travel  
Security Behaviors**



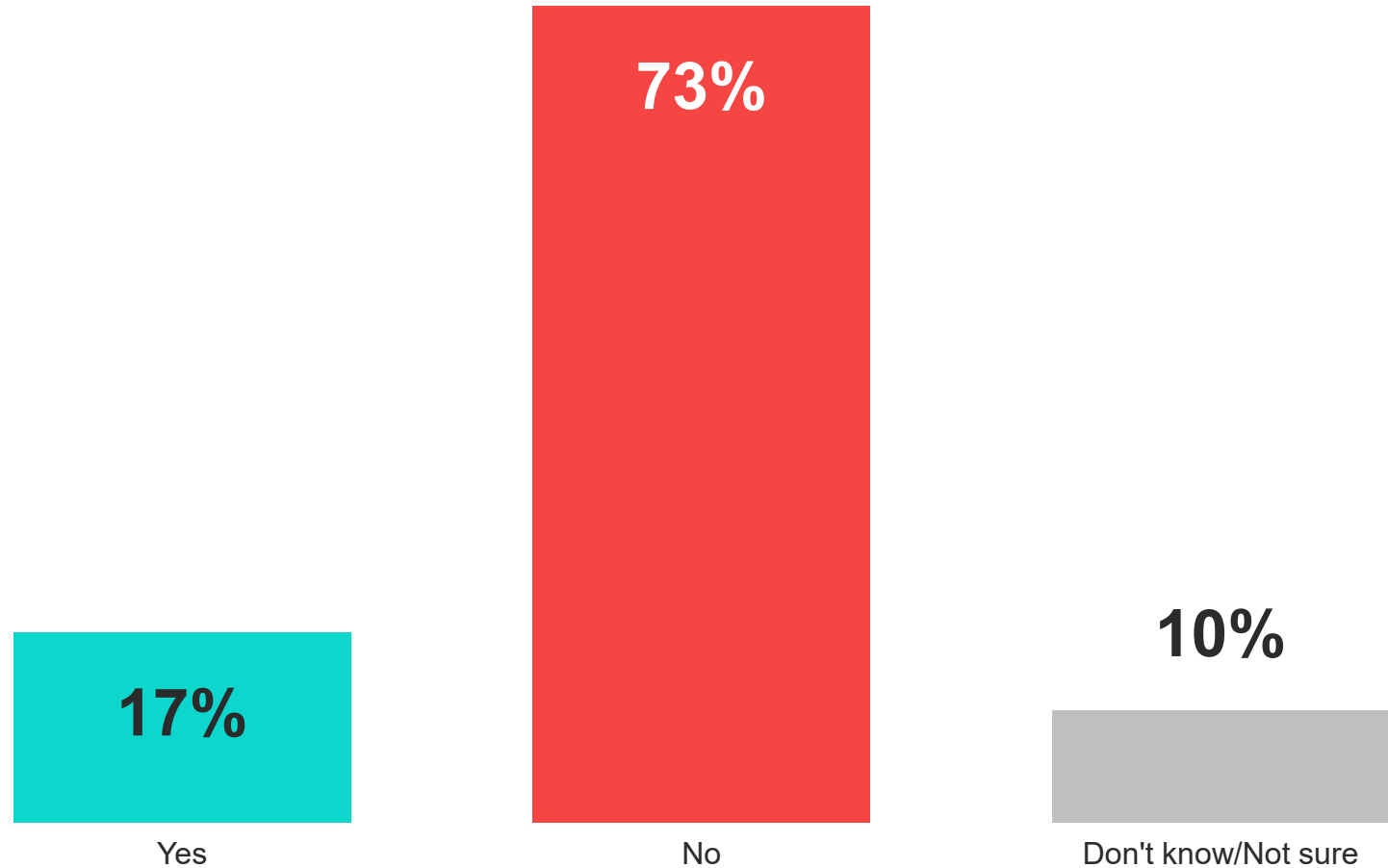
**Consumers' Concerns and  
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Cybersecurity Travel Threats**



**Consumers' Past Experiences with  
Travel-Related Security Threats**

## 17% have received a travel-related phishing-style scam when traveling or planning a trip

*While traveling or planning a trip, have you ever received a suspicious text, call, or e-mail about your destination, itinerary, or other travel-related deal or opportunity (e.g. winning a sweepstakes for a free cruise, offering discounts on luxury hotel accommodations, etc.)?*

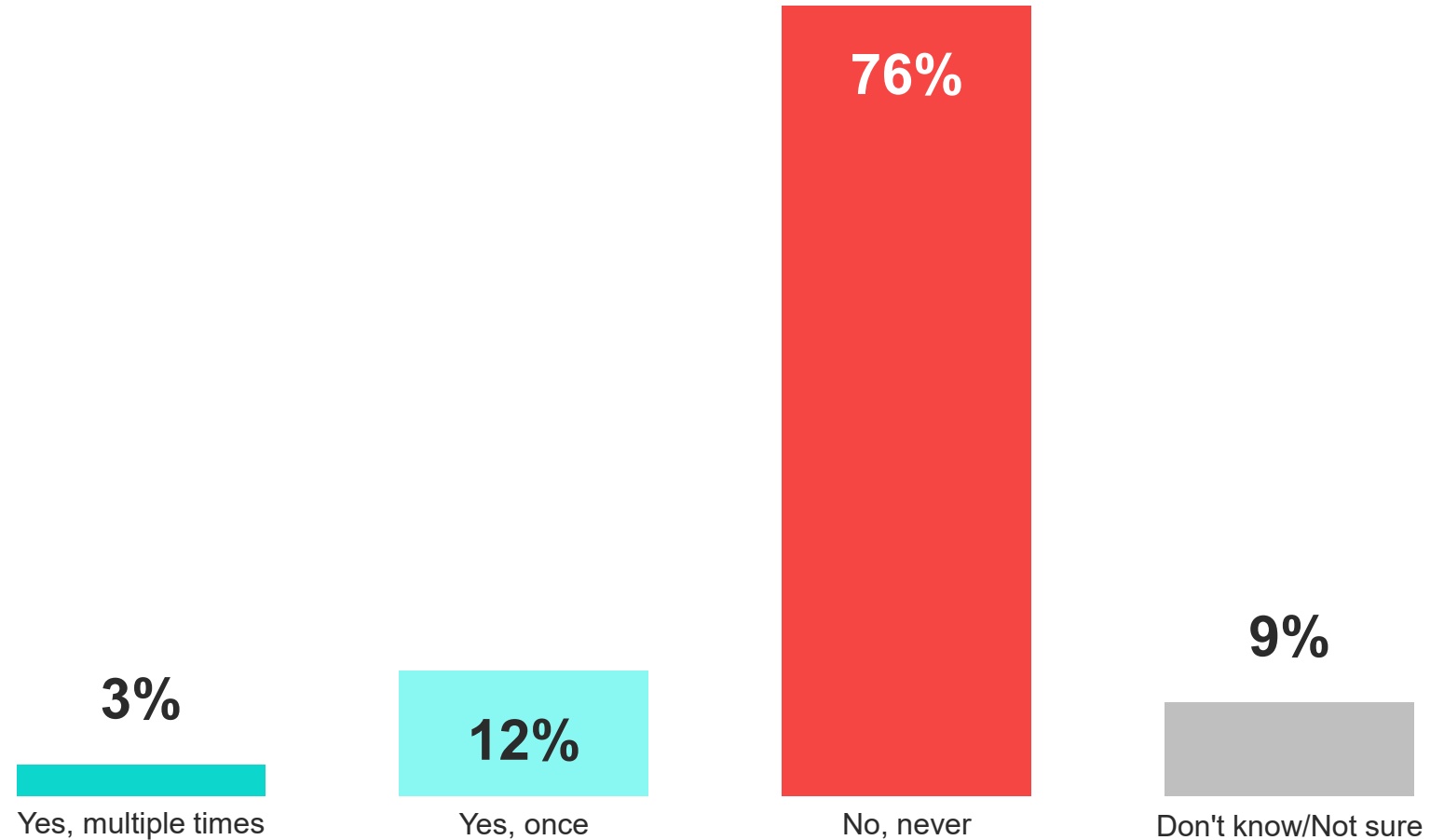


## Consumers' Past Experiences with Travel-Related Security Threats

## Consumers' Past Experiences with Travel- Related Security Threats

## More than 1 in 7 respondents have ever had their personal info stolen while traveling

*Have you ever had your personal information (identity, credit card info, personal documents) stolen while traveling?*



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