

# Digital threats now as concerning as home burglaries

**40%** of people are equally concerned about cybersecurity as burglaries to their home.

## Families are the most worried

Nearly **50%** of surveyed families feel worried about both issues.

+ 10 percentage points



## Home Safety is a top priority

**83%** of people prioritize feeling safe at home, an increase from **78%** in 2022. **87%** of older people value home safety vs. **69%** for Gen Z.

## Cyberbullying a major concern for Millennials

**Millennials** with children are more worried about cyberbullying (**45.6%**) than **GenX** who have children (**34.4%**).

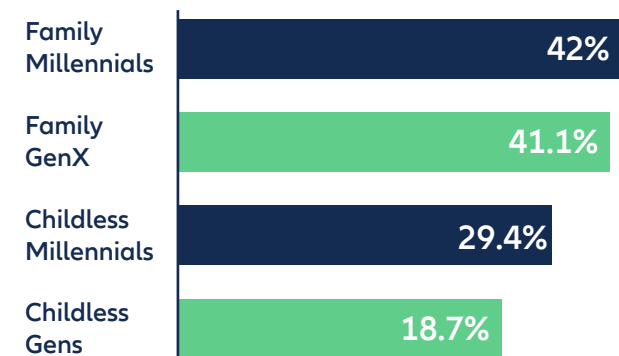
## Vulnerability varies by gender

**43%** of women report feeling vulnerable to cybercrimes like identity theft, compared with **36%** of men.



## Families want smart home monitoring

For families with children, having a home monitored by smart devices is a top priority.



## About the survey

Allianz Partners' Customer Lab is a proprietary quantitative database of consumer insights. The above data was collected between April 18<sup>th</sup> and May 17<sup>th</sup>, 2024 in a survey of +10,000 consumers across France, Italy, Germany, the UK, and Australia.