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JAPAN
CYBER-SAVVINESS
REPORT
2016

CYBERSECURITY: USER KNOWLEDGE, BEHAVIOUR
AND ATTITUDES IN JAPAN

CONTENTS

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Why did ESET undertake this report?

In January 2016, ESET, a global pioneer in proactive protection for more than two decades, conducted its Japan Cyber-Savviness Survey 2016. The survey aimed to provide insight into the attitudes of internet users in Japan on the topic of cyber security, also uncovering levels of cyber security knowledge and investigating how this translates into how people behave online, the activities they engage in and the precautions they take while surfing the internet.

In 2015, ESET also developed the first ESET Asia Cyber-Savviness Report which surveyed 1800 respondents across Hong Kong, India, Indonesia, Malaysia, Singapore and Thailand with the same objectives. To download the full Asia Report, please click here.

A similar report was also developed for Vietnam in November 2015. To download the full Vietnam Report, please click here.

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Report methodology

The ESET Japan Cyber-Savviness Report 2016, was conducted in January 2016 by a third party research company using an online survey. 1,033 respondents from across Japan, aged between 18-55 years were surveyed, keeping an even male to female ratio.

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Key highlights

- There exists a significant gap between user awareness and implementation of security measures in Japan. This lack of preventive action could be putting users in Japan at risk of cyber-attacks.

- When compared with other Asia-Pacific markets, Japan came out on top in terms of cyber-savviness ahead of Malaysia, Singapore, India, Thailand, Hong Kong, Indonesia, and Vietnam, in that order. Cyber-savviness is based on factors such as users' knowledge or ability to understand activities likely to make them vulnerable online, risky behaviors while surfing the web, and proactive steps taken to protect themselves.

- While more than 70 percent of the respondents did not receive any formal education about cybersecurity, at least 4 out of 5 respondents were able to correctly answer basic cybersecurity questions. This level of knowledge, the highest of any Asia-Pacific market, was consistent between the different age groups surveyed.

- Overall, users in Japan do not engage in risky cyber behaviour. Most respondents (86%) know to immediately disconnect a breached device from the Internet and 71 percent do not open or download attachments from unknown senders.

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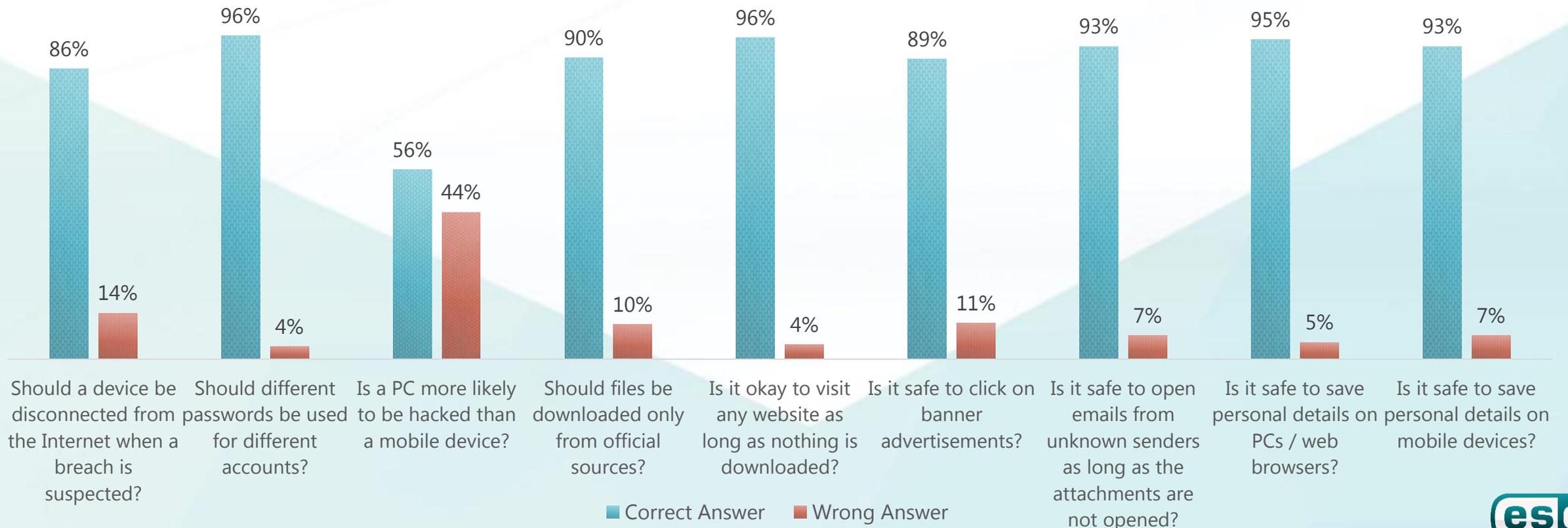# User confidence in protecting against cyber threats

More than half of the users surveyed said they were anxious about potential cybersecurity threats. In addition, a whopping 75 percent said that they did not feel confident about protected themselves against cyber attacks.

Do you feel confident protecting your digital devices from attacks?
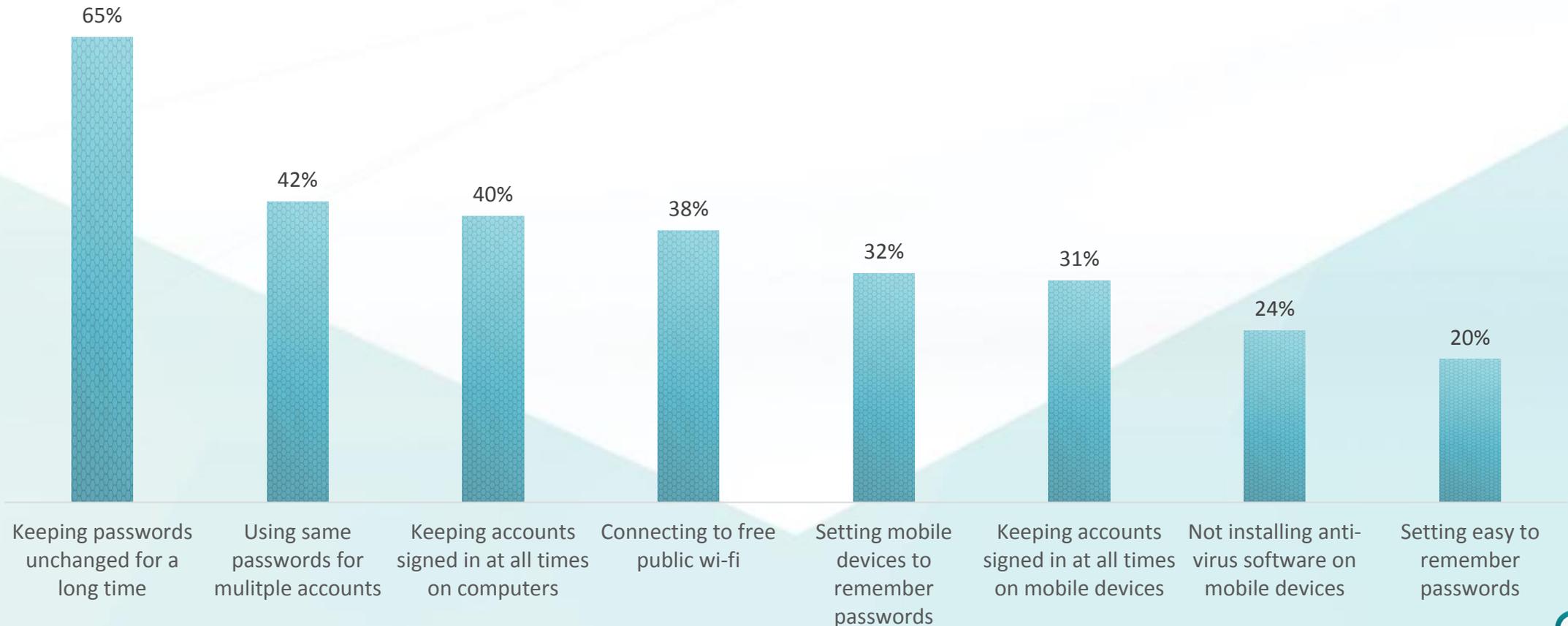
75%

25%

Yes

No

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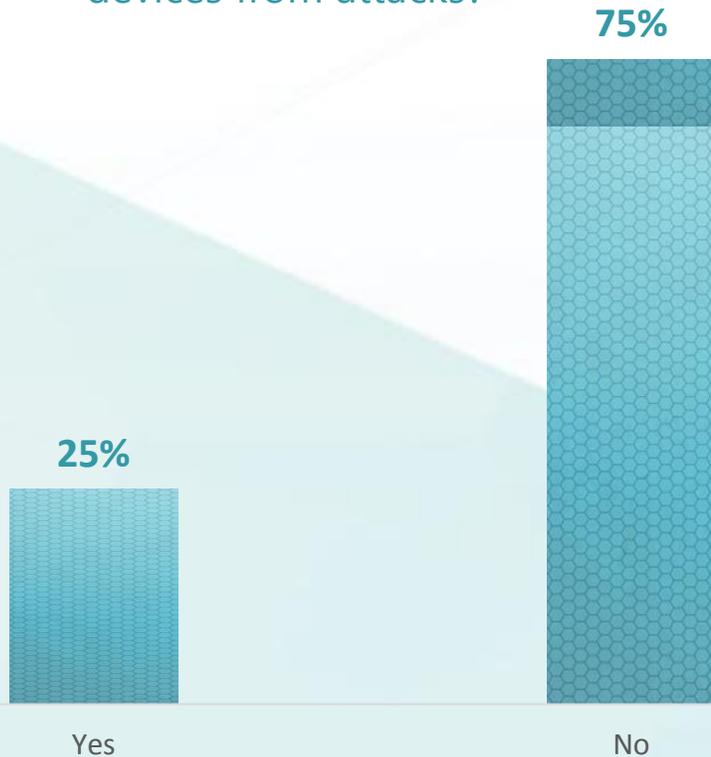
Cybersecurity related knowledge

Japanese users are largely cognizant of basic cybersecurity issues such as the dangers of clicking on banner ads and saving personal details on personal computers / web browsers. However, similar to other countries in Asia, users failed to recognize the prevalence of cybersecurity threats on mobile devices.

Question	Correct Answer	Wrong Answer
Should a device be disconnected from the Internet when a breach is suspected?	86%	14%
Should different passwords be used for different accounts?	96%	4%
Is a PC more likely to be hacked than a mobile device?	56%	44%
Should files be downloaded only from official sources?	90%	10%
Is it okay to visit any website as long as nothing is downloaded?	96%	4%
Is it safe to click on banner advertisements?	89%	11%
Is it safe to open emails from unknown senders as long as the attachments are not opened?	93%	7%
Is it safe to save personal details on PCs / web browsers?	95%	5%
Is it safe to save personal details on mobile devices?	93%	7%

■ Correct Answer   ■ Wrong Answer

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*Percentage of users who correctly/incorrectly answered cybersecurity related questions
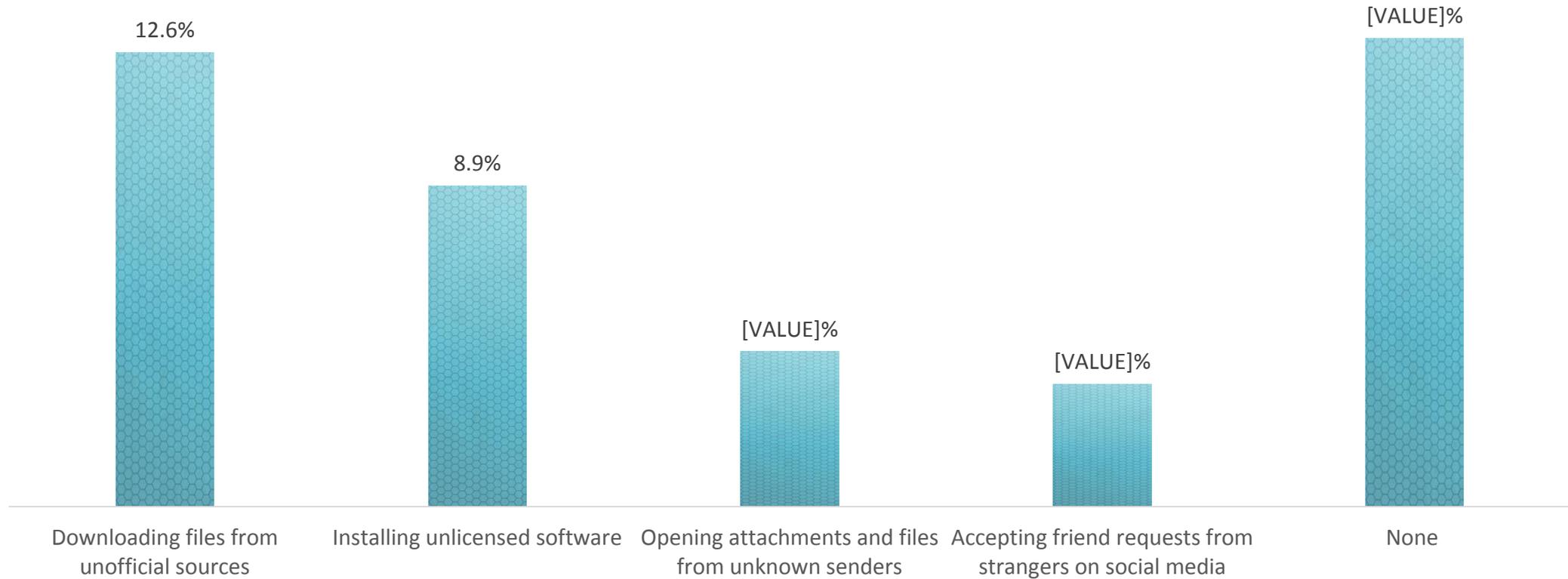
Top risky online behaviours in Japan

In Japan, Internet users largely do not expose themselves to much risk (see next page). The top risky behaviours in Japan are associated with poor password and online account management. There is a need for Japanese consumers to the educated about the risks of such actions.

65%							
	42%	40%	38%				
				32%	31%		
						24%	20%
Keeping passwords unchanged for a long time	Using same passwords for mulitple accounts	Keeping accounts signed in at all times on computers	Connecting to free public wi-fi	Setting mobile devices to remember passwords	Keeping accounts signed in at all times on mobile devices	Not installing anti-virus software on mobile devices	Setting easy to remember passwords

Percentage of users who engage in the following risky behavior

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Top risky online behaviours in Japan

In Japan, Internet users largely do not expose themselves to much risk. They are fairly careful when they use the Internet and with what they share online.

12.6%

8.9%

[VALUE]%

[VALUE]%

[VALUE]%

Downloading files from unofficial sources

Installing unlicensed software

Opening attachments and files from unknown senders

Accepting friend requests from strangers on social media

None

Percentage of users who engage in the following risky behavior

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Proactive measures taken to guard against cyber-attacks

Japanese users are not very proactive when taking preventive steps against cyber attacks. For most measures that were investigated, less than 50 percent of respondents said that they take such steps regularly.

Measure	Percentage
Not opening attachments from unknown senders	71%
Conducting financial transactions only on trusted websites	58%
Running regular virus scans	48%
Keeping software up-to-date	44%
Using strong, complex passwords	42%
Only accessing trusted / reputed websites	41%
Setting passwords on personal devices	38%
Backing up important data regularly	34%
Using different passwords for different accounts	27%
Not using free public wi-fi	20%
Changing passwords regularly	17%
No steps taken	5%

Percentage of users who take the following proactive actions

How does Japan compare with other Asia-Pacific markets?
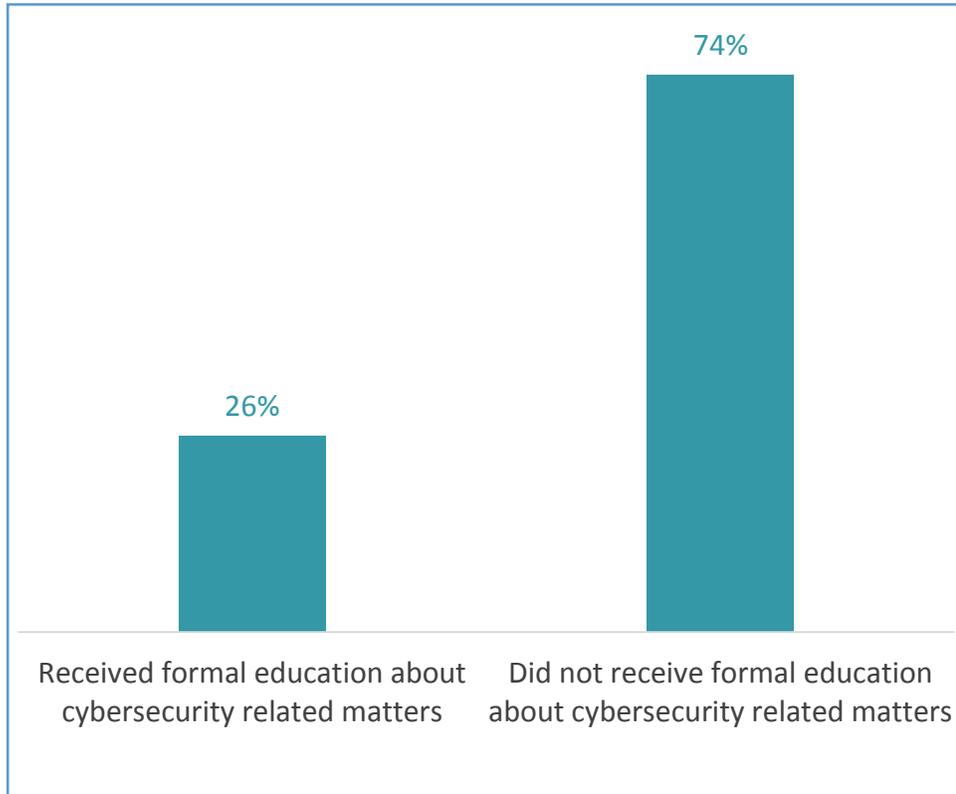
1. Japan

2. Malaysia

3. Singapore

4. India

5. Thailand

6. Hong Kong

7. Indonesia

8. Vietnam

Japan came out on top in terms of cyber-savviness ahead of Malaysia, Singapore, India, Thailand, Hong Kong, Indonesia, and Vietnam in that order.
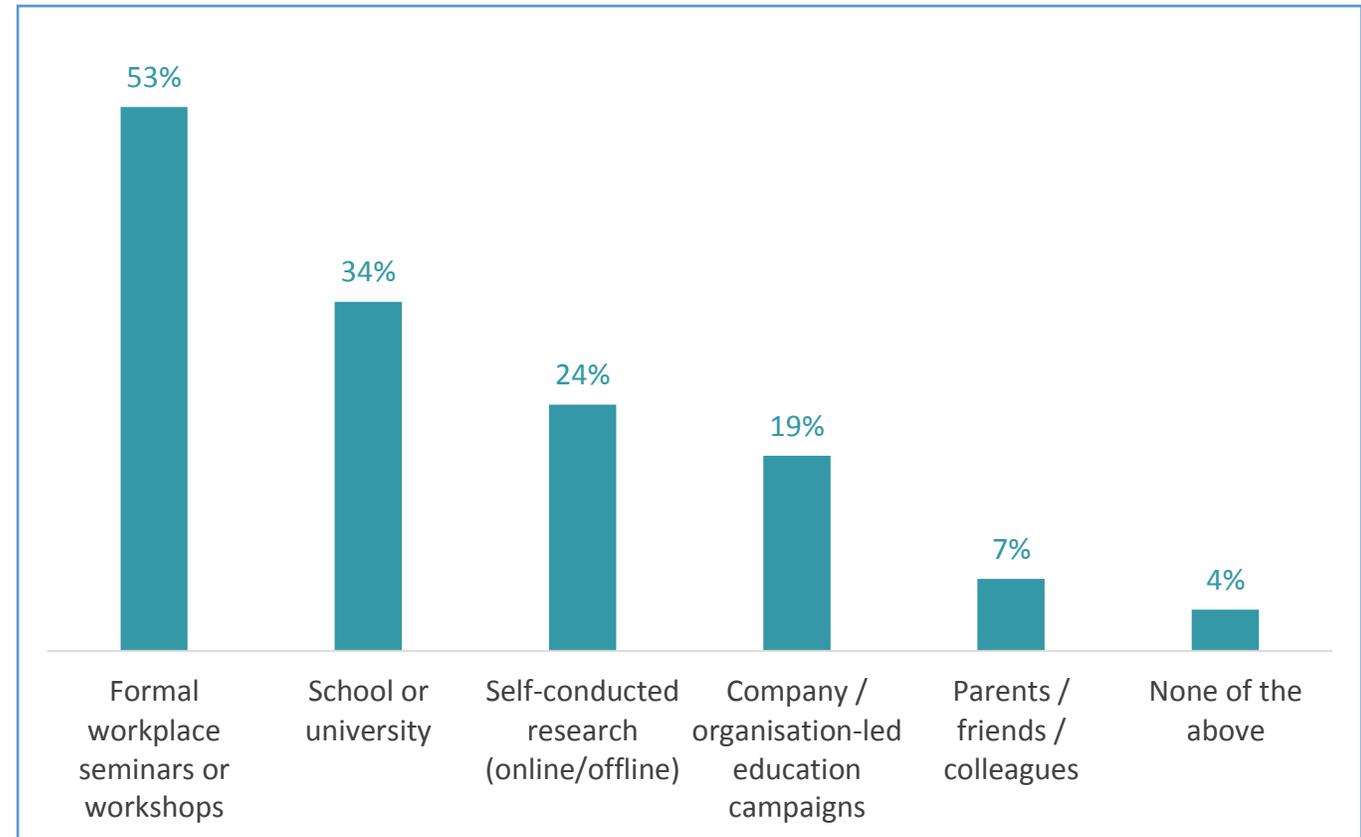
Cyber-savviness is based on factors such as users' knowledge or ability to understand activities that are likely to make them vulnerable online, risky behaviors while surfing the web, and the proactive steps they can take to protect themselves online.

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Cybersecurity related education

Have you received formal cybersecurity education?

- 26% — Received formal education about cybersecurity related matters
- 74% — Did not receive formal education about cybersecurity related matters

Where / how did you gain your cybersecurity knowledge?

- 53% — Formal workplace seminars or workshops
- 34% — School or university
- 24% — Self-conducted research (online/offline)
- 19% — Company / organisation-led education campaigns
- 7% — Parents / friends / colleagues
- 4% — None of the above

The ESET Japan Cyber-Savviness Report shows that users in Japan are risking cyber attacks by not putting their knowledge of cybersecurity to good use. While users in Japan are aware of basic cybersecurity issues and take few risks when online, they still have some way to go in ensuring that they are adequately protecting when they access the Internet.

The ESET Japan Cyber-Savviness Report highlights that even with all the technological advancements in Japan, there are still holes within the country's cybersecurity fabric that need to be filled. To help users in Japan feel confident as they make use of various technologies, there is an urgent need to ensure that users take concrete preventive steps to strengthen their defense against cyber criminals.

CONCLUSION

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Tips to staying safe online

- **Use strong passwords**: Try to have a unique password for each account and avoid using keywords that can be guessed easily, i.e. birthdates or surnames. Use a combination of letters and numbers and change your passwords every 3-6 months.

- **Enable security settings**: Software and applications have in-built security features, so make sure to use these when possible. Enable 2-factor authentication to strengthen security around financial transactions. Update browser settings to increase security and ensure that pop-up blockers are enabled.

- **Use cybersecurity software**: Use a reputable cybersecurity solutions provider and make sure to activate all features and firewalls. Update this software regularly as well.

- **Secure your mobile devices**: Take steps to protect mobile devices including setting up password protection for them. Download mobile applications only from trusted sources / official app stores. Do not store sensitive or critical data on mobile devices.

- **Stay vigilant**: Be sure to avoid scammers at all costs. Be careful while answering emails and always check the source of the message. When making online purchases, verify the authenticity of the seller and the online store.

- **Be careful what you share:** Don't respond to unsolicited emails requesting personal information, identification details or financial information – even if it come from a reputable source. It could be a phishing scam.

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ESET® is the pioneer of proactive protection and the maker of the award-winning ESET NOD32® technology, is a global provider of security solutions for businesses and consumers. For over 26 years, the Company continues to lead the industry in proactive threat detection. By obtaining the 80th VB100 award in June 2013, ESET NOD32 technology holds the record number of Virus Bulletin "VB100" Awards, and has never missed a single "In-the-Wild" worm or virus since the inception of testing in 1998.

In addition, ESET NOD32 technology holds the longest consecutive string of the VB100 awards of any AV vendor. ESET has also received a number of accolades from AV-Comparatives, AV-TEST and other testing organisations and reviews. ESET NOD32® Antivirus, ESET Smart Security®, ESET Cyber Security® (solution for Mac), ESET® Mobile Security and IT Security for Business are trusted by millions of global users and are among the most recommended security solutions in the world.

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