

Google: The New Security Reality



Google & YouGov | January 2022

In recent years there has been a significant increase in cyber attacks across the globe.

This has impacted many parts of life, but the increased threat has been especially real for high-risk users, those in the public eye such as journalists and politicians.

Google has worked with YouGov to understand how those working in these professions feel about the cyber threats posed to them, how these threats have evolved, and what they are doing to protect themselves.



High profile individuals across the globe are **feeling the strain** when it comes to cybersecurity

71% believe that their professions make them more likely to be a target of hacking or phishing

81% believe that the threat of cyber attacks on journalists and politicians has increased in the last two years

78% believe this is a result of increasingly sophisticated hacking/phishing techniques

And they have felt these threats personally. A large number have experienced a hack or have had content accessed without permission



55%

have had their accounts hacked, with 37% experiencing this in the past year alone

Journalists and politicians around the world reported a similar level of hacking

The majority of high profile individuals demand greater cybersecurity protection



89%

agree that cybersecurity protections for people in high profile roles need to be improved - not one journalist disagreed across all markets

This call for greater protection is likely due to the complexity it adds to high profile roles



50%

believe that increased threats have made their jobs harder to do

When it comes to **who holds most responsibility for device protection**, high profile individuals are divided

55%

politicos feel it's predominantly their IT Managers' responsibility

VS

61%

journalists feel it's predominantly their responsibility

Most politicians (55%) feel it's predominantly up to their IT Managers to ensure devices and data are protected, whereas most journalists (61%) feel it's their own responsibility

Both groups choose to protect themselves in similar ways, with passwords remaining a core focus

POLITICOS' PREFERRED METHODS

55%

Two-factor authentication or security keys

49%

Using unique passwords for different accounts or devices

JOURNALISTS' PREFERRED METHODS

47%

Two-factor authentication or security keys

46%

Using unique passwords for different accounts or devices

Some techniques remain largely unexplored, despite the benefit and protection they could provide



Less than a quarter of politicians (23%) and journalists (21%)

are only using devices issued by their workplace over the past two years



Less than a third of both groups (31%)

have undertaken cybersecurity training



Defend against targeted online attacks with Google's strongest account security

For most, Google's built-in account security is all they need to keep their information secure. But for people at risk of targeted attacks, we offer the [Advanced Protection Programme](#).

To date we have seen no evidence of a successful phishing attempt on accounts enrolled in the Advanced Protection Programme.

