

TOP FIVE TAKEAWAYS

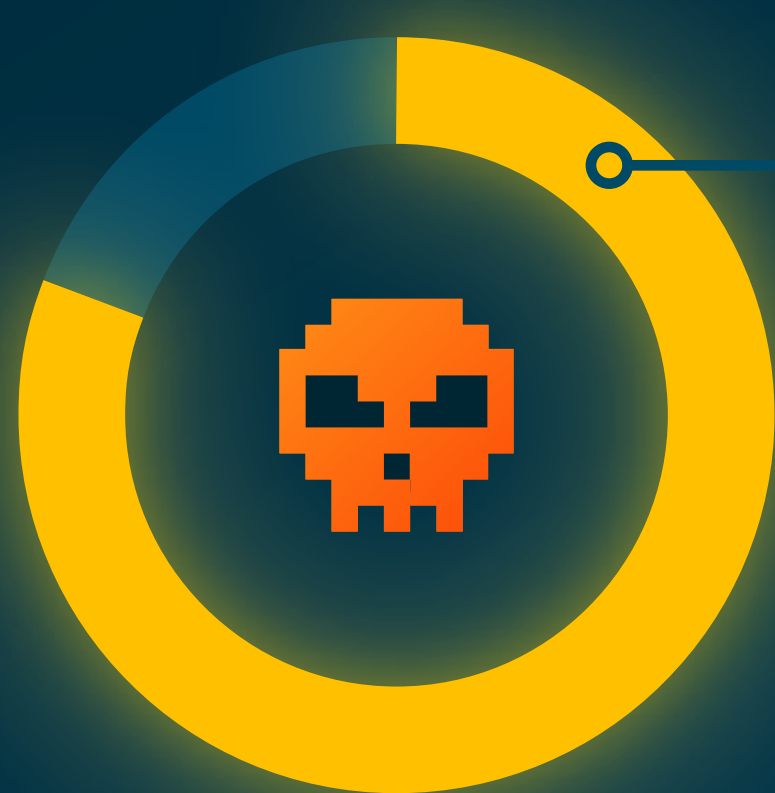
Ransomware and Consumer Attitudes

Ransomware attacks on businesses and agencies have become so prevalent, consumers are taking notice and voicing their opinions. And, their opinions are strong!

We conducted a survey of 1000+ American consumers to understand their familiarity with and views about ransomware and what businesses should do if they are attacked.

Here are the **top five takeaways** from consumers polled:

They're familiar with ransomware.



81%

are familiar with the recent ransomware attacks on Colonial Pipeline, JBS Holdings, Kaseya, SolarWinds, and U.S. hospitals.

They don't want businesses to pay up.

40%

don't want companies to pay the ransom.



If companies do pay, consumers may take their business elsewhere.



70%

indicated they will either stop doing business with companies that pay the ransom, or will give it a lot of thought.

Consumers don't think businesses are doing enough to protect their data.

42%

think businesses are either not doing enough, or are likely not doing enough, to protect their data.



People expect businesses to take a multi-faceted approach to security.

more than 50% want organizations to:

- ✓ Embrace next-gen data management strategies
- ✓ Install data recovery software
- ✓ Install security software
- ✓ Test their systems regularly for threats

Keep bad actors in their place.

Deploy a next-gen data management strategy with a multilayered data security architecture to improve detection, reduce the blast radius, allow for rapid recovery, and avoid paying the ransom.

Read our press release [here](#).

COHESITY

contact@cohesity.com
1-855-9COHESITY

cohesity.com/contact
1-855-926-4374