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Group Communications

Media release

Digital threats now as concerning as home burglaries, Allianz Partners survey finds

Paris, October 21st, 2024

Cybersecurity and home burglaries are equally concerning to Europeans and Australians, with nearly 40% worried about both threats. That's according to data from Allianz Partners' latest Customer Lab, a proprietary consumer survey looking at consumer behaviors and needs around the home, mobility, health and travel. The 2024 wave surveyed 10,000 consumers across France, Italy, Germany, the UK, and Australia.

The findings reveal that young adults with children are most concerned by these issues. Nearly half of surveyed families are notably concerned about both, with their level of concern exceeding the average by 10 percentage points. This elevated concern underscores the growing need for integrated security solutions that address both physical and digital threats together to provide comprehensive protection for families.

At the same time, the home remains an important factor in people's daily lives. A significant 83% of respondents value feeling safe at home, up from 78% in the 2022 survey. This sentiment is particularly strong among those aged 66 and over, with 87.4% prioritizing home safety, while only 68.9% of young people (Gen Z respondents) share this concern. Geographically, UK respondents placed the highest importance on home safety at 89.7%, whereas only 77.6% of respondents in France felt as strongly about it.

Commenting on the survey, **Genoveva Perez-Lijo, Head of Easy Living & Mobile Device & Digital Risk at Allianz Partners** said: "In today's rapidly evolving digital age, it's noteworthy that home security concerns are shifting from traditional threats like home burglaries to cyber threats. The Allianz Risk Barometer 2024 recently revealed that cyber incidents have been identified as the top global risk for businesses for the third consecutive year. Allianz Partners' Customer Lab data echoes those concerns, highlighting the growing recognition that cyber threats are an important risk for both businesses and individuals globally and the need for enhanced security measures in both physical and digital domains."

Other key findings from the Customer Lab survey include:

- Cyberbullying concerns are higher among Family Millennials* (45.6%) than Family GenX** (34.4%).
- Women (43.2%) feel more vulnerable to cybercrimes like identity theft and data misuse than men (36.4%).

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- For people with children, such as Family Millennials (42%) and Family GenX (41.1%), having a home monitored and controlled by smart devices is a priority. In contrast, this is less important for those without children, with only 29.4% of Childless Millennials*** and 18.7% of Childless GenX**** sharing the same view.

Genoveva Perez-Lijo added: “Allianz Partners provides holistic solutions that ensure our customers feel safe and secure in every aspect of their lives. Platforms such as allyz Cyber Care are designed to address these emerging concerns, offering robust protection against cyber threats just as you would take care of yourself. As the boundaries between the physical and digital worlds blur, exposing individuals to new risks, the insurance industry must be able to adapt to counteract cyber threats in a way that brings consumers peace of mind. Thanks to our partnership with cutting-edge cyber technology providers, we can provide personal advice and assistance, while continuously monitoring and assessing cyber risk, all through a comprehensive and simple digital solution that our customers can easily access..”

For further information about allyz Cyber Care, please visit:

Germany: [allyz Cyber Care - Schütze dein digitales Leben](#)

Italy: [allyz Cyber Care – Proteggi tuoi dati online](#)

Netherlands: [allyz Cybercare - Bescherm jouw digitale leven](#)

allyz Cyber Care includes an insurance product provided by the AWP P&C S.A. branch in the Netherlands and a service product provided by AP Solutions GmbH, an Allianz Group service company.

Notes to the editor

*Family Millennials refers to respondents aged between 26-40 with children.

**Family GenX refers to respondents aged between 41-56 with children.

***Childless Millennials refers to respondents aged between 26-40 without children.

****Childless GenX refers to respondents aged between 41-56 without children.

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

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About Allianz Partners

Allianz Partners is a world leader in B2B2C insurance and assistance, offering global solutions that span international health and life, travel insurance, mobility and assistance. Customer driven, our innovative experts are redefining insurance services by delivering future-ready, high-tech high-touch products and solutions that go beyond traditional insurance. Our products are embedded seamlessly into our partners' businesses, sold through intermediary channels or directly to customers through the Allianz brand. Present in over 75 countries, our 22,600 employees speak 70 languages, handle over 72.9 million cases each year, and are motivated to go the extra mile to offer peace of mind to our customers around the world.

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