



Australia's shifting attitudes towards cyber safety

We surveyed Australian consumers in December 2025 to understand their attitudes towards cyber safety and data breaches.



1 in 2 Australians affected

55% respondents had been made aware that their personal or sensitive information was involved in a data breach over the last 12 months

47% 1 to 3 times

6% 4 to 6 times

1% 7 to 10 times

1% more than 10 times



Resignation and fatigue are growing

Three in five (57%) Australians are not 'very concerned' about data breaches:

43% are worried but accept data breaches are a risk of modern life

8% feel fatigued or resigned because breaches seem unavoidable

6% are not worried because they trust that organisations are protecting their data



"It's already been taken"

Asked why they were not 'very concerned' about data breaches:

34% don't think there's anything they can do to prevent breaches

24% feel their personal or sensitive information has already been taken in previous breaches

18% find cyber issues confusing or overwhelming

28% trust the tech or systems they use to keep their data secure

20% prefer not to think about cyber issues unless absolutely necessary

18% have never had a problem and so it's not a priority for them

17% believe they have more important things to focus on

15% don't feel personally at risk

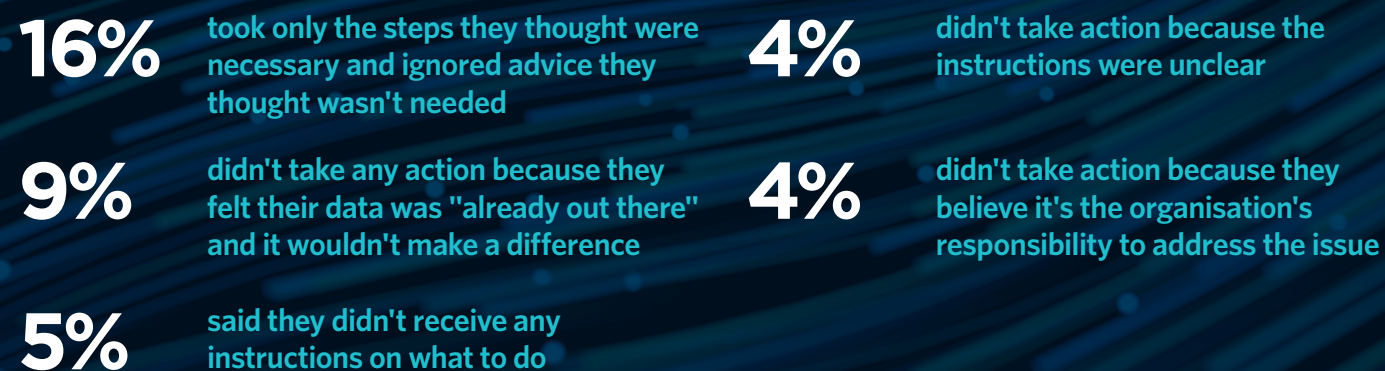
28% assume companies will deal with it if something goes wrong

Respondents could select multiple responses.



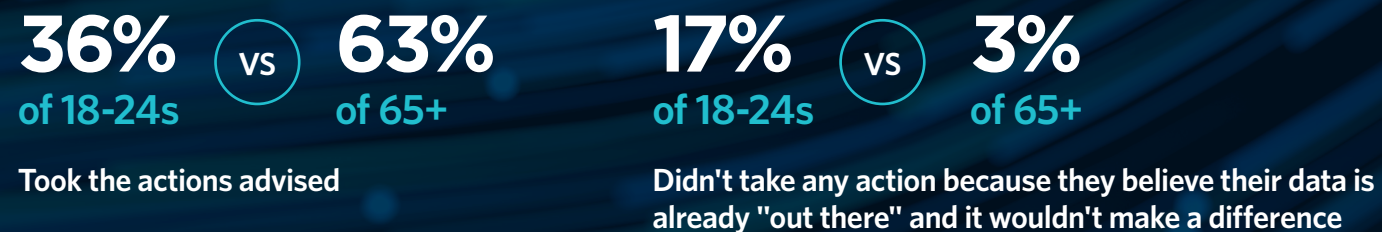
Alarming lack of action

Just half (52%) of Australians reported they immediately took, or would take, the remedial actions recommended after a breach, with almost one in four (22%) not taking any action at all



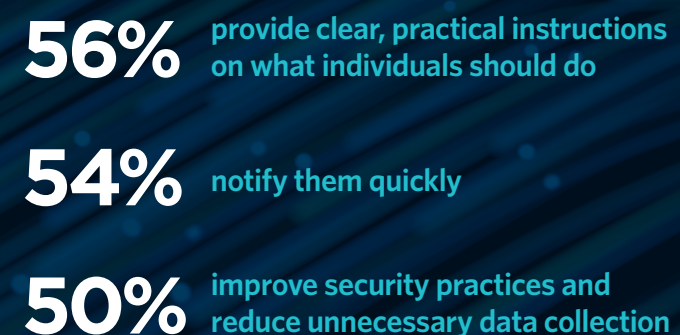
Generational divide means one-size-fits-all isn't enough

Young Australians are less likely to take action:

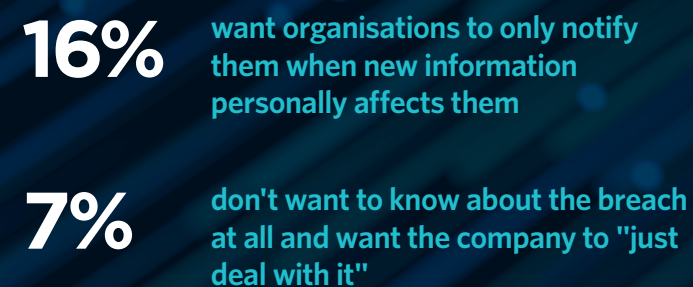


Priorities for organisations

The top 3 actions Australians want organisations to prioritise after a breach:



Just deal with it:



Aussies split on ransom payments for data breaches

