

The Vodafone Cyber Ready Barometer 2018

Our Cyber Ready Barometer research investigates attitudes to cyber security and takes a pressure reading of the global levels of Cyber Readiness across 1,528 business decision makers and 3,281 citizens. Each business was given a score out of 100 to measure how Cyber Ready they are.

Here are some of the key findings.



Not Ready (0-60)



Cyber Ready (61-100)

Businesses demonstrating mixed or low readiness across the board.

Businesses scoring strongly across a range of readiness criteria.

AVERAGE CYBER READY SCORE
46

The average score across all businesses is 46/100, ranking them as having Developing readiness.

27% of all businesses classified as Developing - with some focused efforts they can quickly become Cyber Ready.



Only 29% of all businesses feel their organisation is ready for the future.

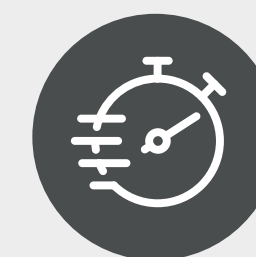


46% of businesses are unsure of who can help with information security challenges.



Basic businesses report lower levels of stakeholder trust in security 3.1 out of 5, compared to 4.3 for Cyber Ready businesses.

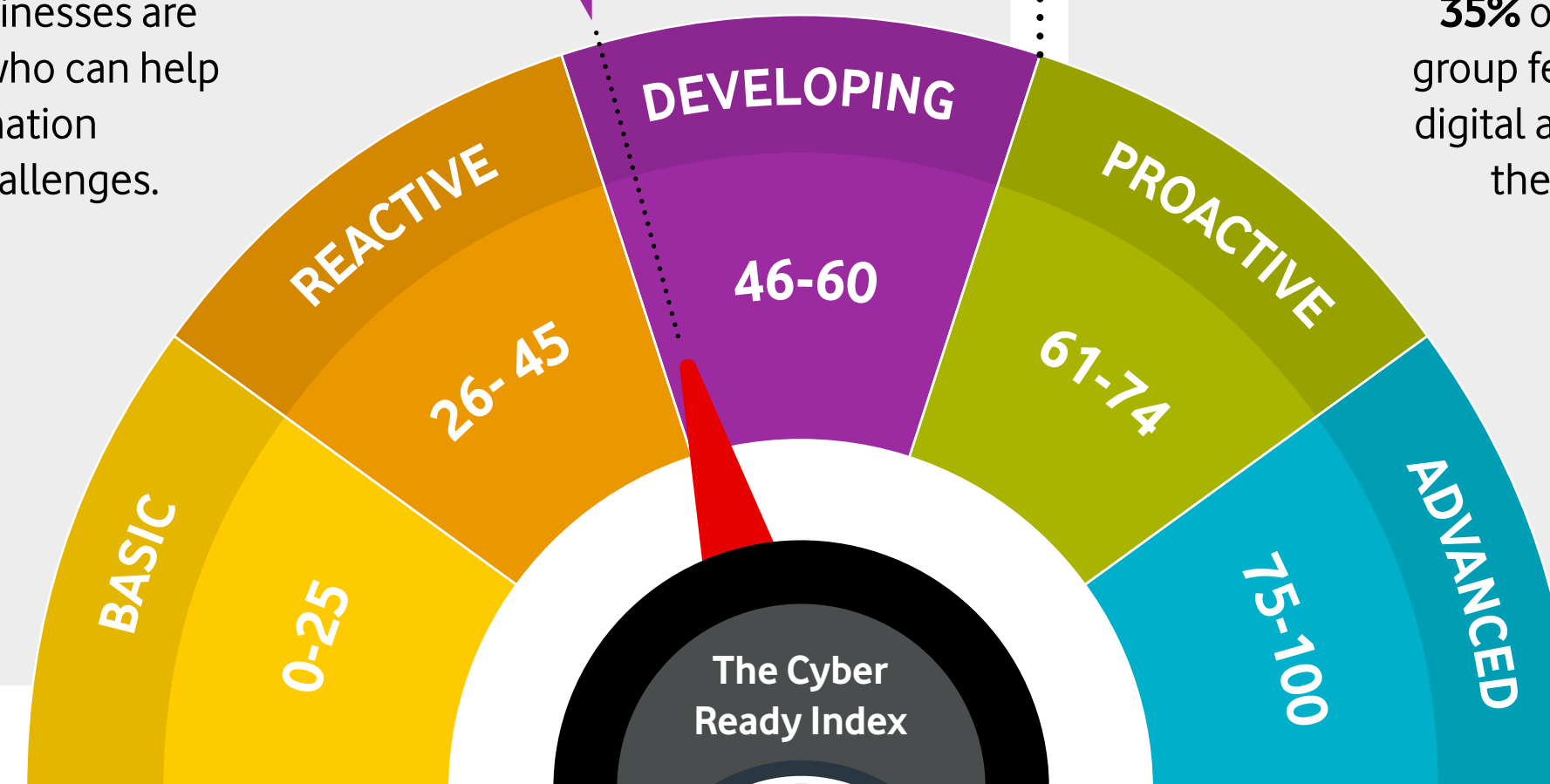
35% of the Proactive group feel they have a digital advantage over their competitors.



Larger firms (1000+ employees) are more Cyber Ready than SMEs (250 or less).



58% of Advanced businesses report annual revenue growth of over 5% - compared to just 24% of the Basic group.



The Cyber Ready Index

Businesses were grouped into five levels of Cyber Readiness

But only 1 in 4 businesses is reasonably Cyber Ready today

Digital transformation, new technologies and an upsurge in cyberattacks are all driving the need for organisations to become Cyber Ready. A Cyber Ready business is on the front foot - confident, aware and prepared to succeed in the face of the security threats they face now and in the future. **Read the report to find out more.**

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