

Nordic Security Survey, Business leaders

November 2023, Telenor Group

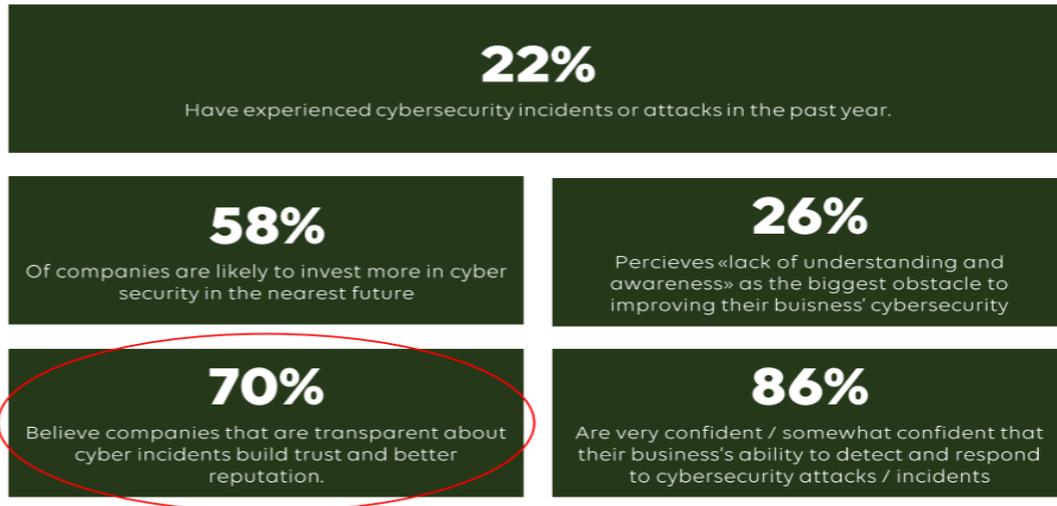
About the Business leader survey

- Conducted October 2023, by Norstat on behalf of Telenor Group
- Respondents spanning from C-suite to department heads recruited from Norstat web panels across Finland, Denmark, Sweden and Norway have been interviewed on digital security matters
- Total amount of respondents ca 2100
- Margin of errors is approx +/- 3% within 95% confidence per market surveyed.

Finland: key data

Finnish respondents

- 38 % CEOs
- 6 % CFOs
- 3 % CMOs
- 11 % Chief of staff COOs
- 33 % Head of department
- 3 % Purchasing managers
- 6 % Head of IT



- Interesting detail: belief in transparency and openness is especially high in Finland

Comparison per country: cybersecurity measures your business currently employ

	TOTAL NO	TOTAL SE	TOTAL DK	TOTAL FI
BASE	554	552	510	518
Firewalls	78%	70%	67%	75%
Antivirus software	74%	72%	69%	76%
Encryption	38%	30%	36%	56%
Two-factor authentication	66%	47%	51%	60%
Regular data backups	67%	58%	59%	64%
Employee training and awareness programs	61%	32%	37%	49%
Incident response plans	43%	25%	19%	36%
I do not know	9%	14%	15%	8%
TOTAL	435%	347%	353%	424%

Sign.level: 95%

In Finland: cybersecurity measures in use

Finland: cybersecurity measures in your company

Q8 Active measures	All	Public sector	Private sector
Firewalls	75%	72%	78%
Antivirus software	76%	71%	80%
Encryption	56%	57%	57%
Two-factor authentication	60%	64%	59%
Regular data backups	64%	57%	66%
Employee training and awareness programs	49%	57%	48%
Incident response plans	36%	61%	33%
I do not know	8%	4%	7%
N	518	76	357

In Finland: business leaders are confident even if they see lack of knowledge as main obstacle

Lack of knowledge as biggest obstacle

Q9 Biggest obstacle	Work sector		
	All	Public sector	Private sector
<i>In your opinion, what is the biggest obstacle to improving your business's cybersecurity posture?</i>			
Lack of resources and funding	25%	21%	27%
Lack of knowledge and expertise	27%	32%	27%
Lack of understanding and awareness among employees	25%	32%	24%
Difficulty in selecting and implementing effective cybersecurity solutions	17%	16%	17%
Other:	5%	0%	5%
N	518	76	357

Confidency level

How would you rate your level of awareness about cybersecurity threats to your business?

Q1 Awareness	Work sector		
	All	Public sector	Private sector
Extremely aware	24%	28%	22%
Moderately aware	45%	46%	46%
Somewhat aware	26%	24%	25%
Not aware at all	5%	3%	6%
N	518	76	357

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