

Digital 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 versus intentions to invest in them

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

Finland: Intentions to invest

Q12 How likely are you to invest more resources into cybersecurity measures in the nearest future?	All	Public sector	Private sector
Very likely	7 %	12 %	6 %
Somewhat likely	51 %	57 %	49 %
Not very likely	34 %	29 %	35 %
Not likely at all	9 %	3 %	10 %
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		
<i>In your opinion, what is the biggest obstacle to improving your business's cybersecurity posture?</i>	All	Public sector	Private sector
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

<i>How would you rate your level of awareness about cybersecurity threats to your business?</i>	Work sector		
Q1 Awareness	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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