



## Preparing Millennials to Lead in Cyberspace

A Raytheon-commissioned study of attitudes, behaviors and career aspirations among young American adults online



**Raytheon**

## Overview

**Today's Highly Connected** and networked environment brings with it as many threats as it does opportunities. The number of attack vectors continues to multiply in direct proportion to the growing number of devices and connected users. The Obama administration points to cyber security as one of the most serious economic and national security challenges our nation faces. Industry estimates point to as many as 1 million adults becoming cyber crime victims every day.

**Having grown up** in the age of the internet, young adults are more comfortable with the latest technology than older generations. This digitally native generation sometimes referred to as Millennials or the Facebook Generation, has developed a level of trust in technology that may leave them vulnerable to online threats and attacks.

**Beyond the Importance** of teaching safe cyber practices online, it is also critical to develop a cyber workforce capable of securing our nation's economic interests. As career opportunities in science, technology, engineering and math (STEM) fields intersect with those in the cyber realm, the demand for students and young professionals in these burgeoning fields shows no signs of waning. In fact, according to the Bureau of Labor Statistics, network systems and information security professionals can expect job opportunities to grow by 53 percent through 2018.

**With these factors in mind** and in support of National Cyber Security Awareness Month, sponsored by the Department of Homeland Security and the National Cyber Security Alliance, Raytheon commissioned a study to understand the online behaviors, attitudes and career aspirations of Millennials (age 18 to 26 years).

## Methodology and Sample Characteristics

**The survey**, commissioned by Raytheon Company and fielded by Zogby Analytics, included responses from 1,000 adults in the U.S. aged 18 to 26. All interviews were completed September 5 through September 9, 2013. Using trusted interactive partner resources, thousands of adults were invited to participate in this interactive survey. Each invitation was password coded and secured, so that one respondent could only access the survey one time. Using information based on census data, voter registration figures, CIA fact books and exit polls, Zogby used complex weighting techniques to best represent the demographics of the population being surveyed. Weighted variables may have included race and gender. Results have a margin of error of +/-3.2 percent with a confidence interval of 95 percent.

## About Raytheon

**Raytheon Company**, with 2012 sales of \$24 billion and 68,000 employees worldwide, is a technology and innovation leader specializing in defense, security and civil markets throughout the world. With a history of innovation spanning 91 years, Raytheon provides state-of-the-art electronics, mission systems integration and other capabilities in the areas of sensing; effects; and command, control, communications and intelligence systems; as well as a broad range of mission support services. Raytheon is headquartered in Waltham, Mass. For more about Raytheon, visit us at [www.raytheon.com](http://www.raytheon.com) and follow us on Twitter @Raytheon.

## About Zogby Analytics

**For three decades.** the Zogby companies have produced polls with an unparalleled record of accuracy and reliability. Zogby telephone and interactive surveys have generally been the most accurate in U.S. Presidential elections since 1996.

**Zogby Analytics is composed** entirely of senior level executives from Zogby International. Zogby Analytics, along with renowned pollster John Zogby, have continued in the tradition of conducting telephone and interactive surveys, while keeping an eye on the future by incorporating social media tracking and analysis into our work.

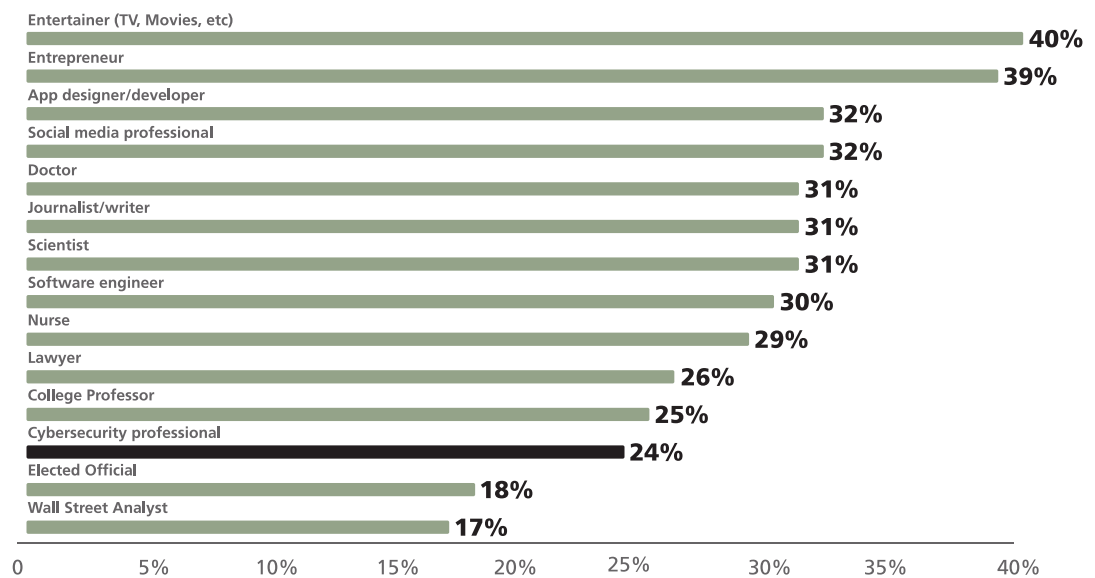
**Zogby Analytics conducts** a wide variety of surveys internationally and nationally in industries, including banking, IT, medical devices, government agencies, colleges and universities, non-profits, automotive, insurance and NGOs.

## Building Tomorrow's Cybersecurity Workforce



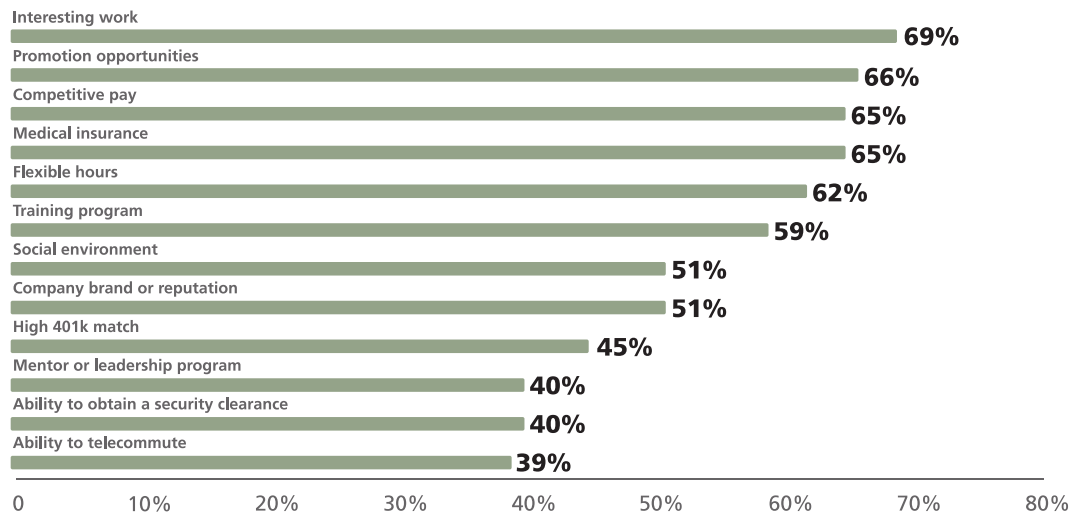
Career opportunities in cybersecurity are increasing but it's not clear that Millennials are being coached to fill the need. Eighty-two percent say no high school teacher or guidance counselor ever mentioned to them the idea of a career in cybersecurity.

### Which careers do Millennials say they want?



*\*Young men (35%) are far more interested than young women (14%) in a career in cybersecurity*

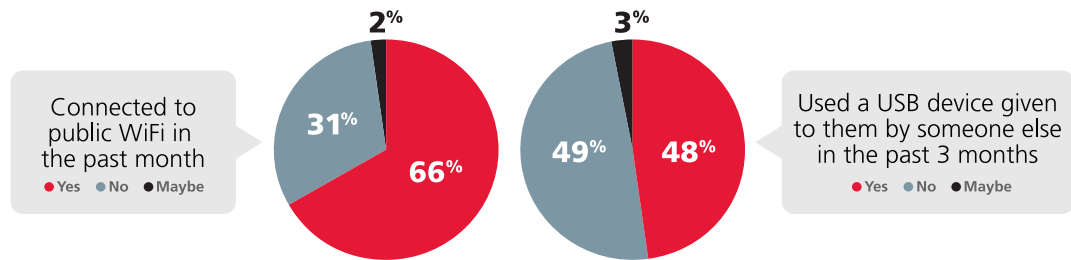
### What workforce incentives do Millennials look for?



## Millennials' Risky Online Behavior



### Basic Online Behavior



Young adults who've grown up using Facebook and other social networks are at ease with online technology and comfortable sharing their personal information online. But that comfort has led some Millennials to engage in risky online behavior.

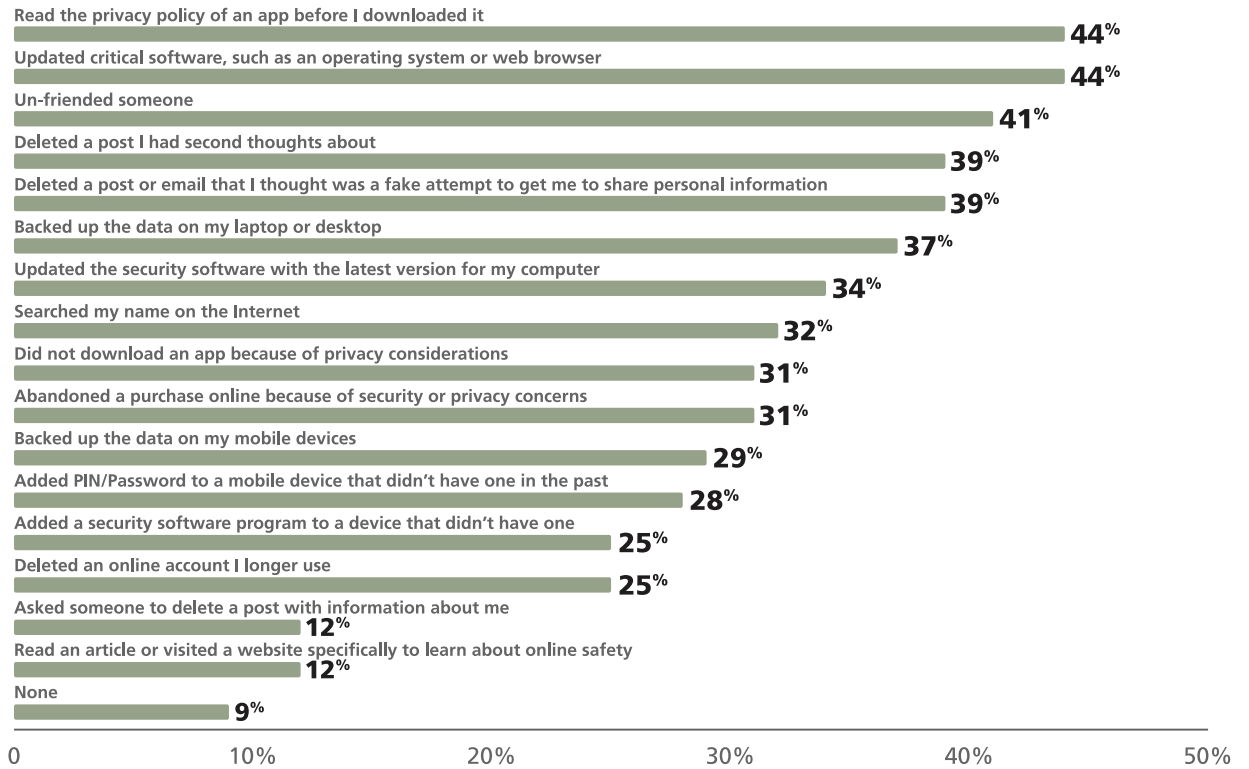
**66%** (two-thirds) of young adults 18-26 have connected to a no-password-required public WiFi in the past month

**23%** have shared an online password with a non-family member in the past year

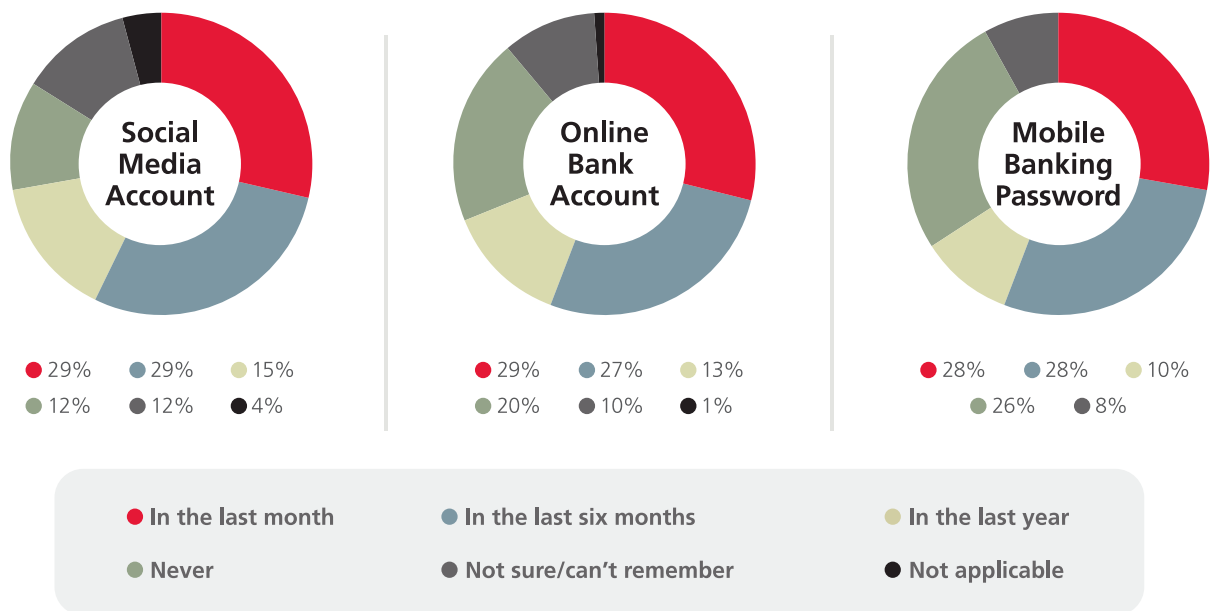
**48%** have plugged in a portable storage device given to them by someone else in the past three months

**20%** have never changed their online bank account password

## Online/Computer Activity in the Past Month



## Last Time Password Was Changed



## The 'Catfish Effect'

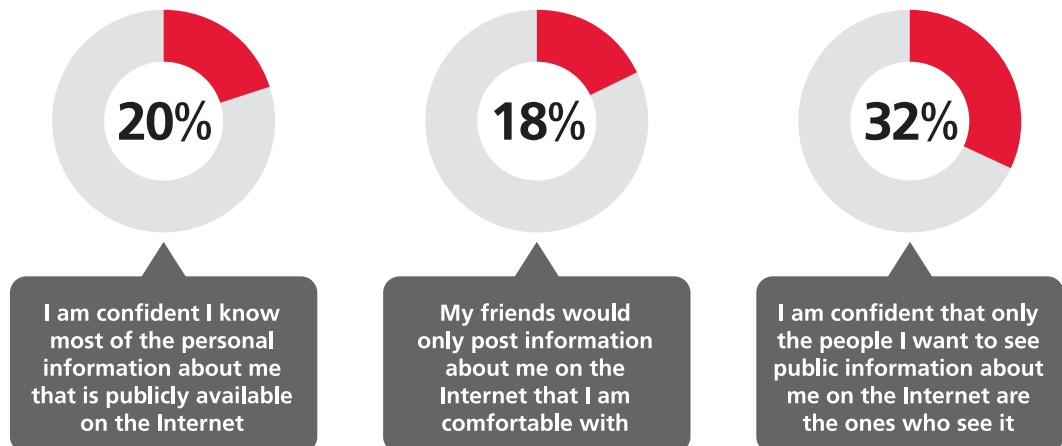


The popular film and TV show “Catfish” spotlighted the dangers of fake online identities. Many Millennials are skeptical about online profiles.

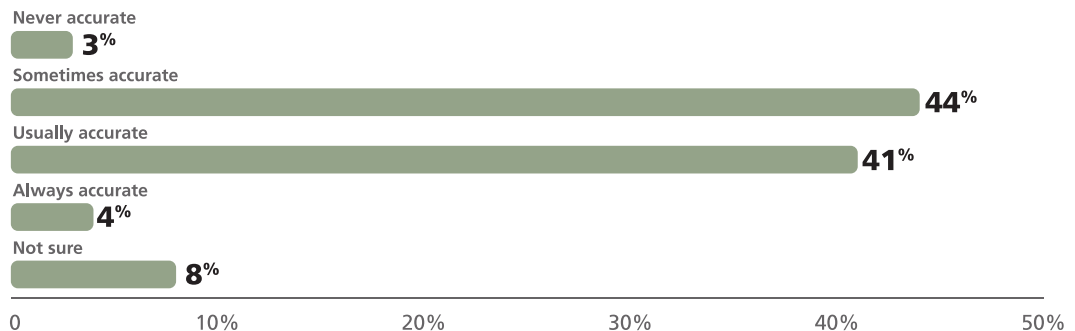
**30%** have met someone online who gave them a fake photo or lied about their job, education or themselves

**47%** think social profiles are never accurate or only sometimes accurate

### Disagree Statements



When you look at a person's profile online, in general, how often do you think the profile is accurate?



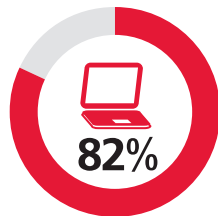


## Millennials Are Taking Steps To Protect Themselves Online

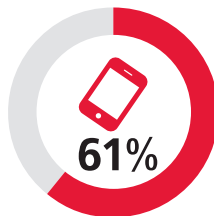


Many Millennials are realizing the importance of online safety and are taking steps to protect themselves.

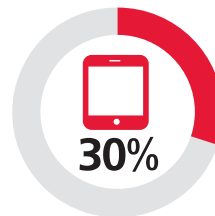
### Devices Protected by Passwords/Security Measures



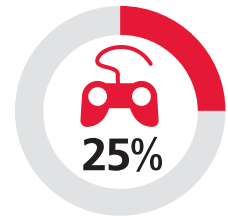
Laptop/Desktop



Mobile Phone/  
Smartphone



Tablet



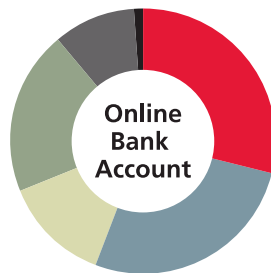
Gaming Console

**86%** say it's important to increase cybersecurity awareness programs in the workforce and in formal education programs

### Devices Protected by Passwords/Security Measures



● 29% ● 29% ● 15%  
● 12% ● 12% ● 4%



● 29% ● 27% ● 13%  
● 20% ● 10% ● 1%



● 28% ● 28% ● 10%  
● 26% ● 8%

● In the last month

● In the last six months

● In the last year

● Never

● Not sure/can't remember

● Not applicable



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