

Unpacking views on cyber insurance.



The research gauged the opinions among Canadians on their views towards cyber insurance.

Nanos conducted an online non-probability representative survey of 1,569 Canadians, 25 years of age or older, between January 23rd and January 27th, 2026.

Although no margin of error applies, for comparison purposes, a probability sample of 1,569 would have a margin of error of ± 2.5 percentage points, 19 times out of 20.

The statistical tabulations including the unweighted and weighted number of interviews can be accessed [here](#).

The research was commissioned by Aviva and was conducted by Nanos Research.

Top three risks of concerns influencing insurance – First ranked

Q - Please rank the top three risks of concern to you personally in terms of importance where 1 is the top risk of concern, 2 the second most important risk of concern and 3 the third top risk of concern? [RANDOMIZE]

	First ranked										
	Canada 2026-01 (n=1551)	ATL (n=166)	QC (n=383)	ON (n=453)	PR (n=319)	BC (n=230)	Male (n=767)	Female (n=783)	25 to 34 (n=260)	35 to 54 (n=663)	55 plus (n=628)
Cyber Crime/online scams/identity theft	37.8%	36.7%	46.0%	33.9%	31.4%	43.6%	34.7%	40.9%	29.6%	33.8%	44.3%
Auto Theft	15.7%	12.3%	15.2%	20.6%	13.5%	7.6%	17.5%	14.1%	15.5%	16.9%	14.9%
Home Invasions	12.1%	8.7%	10.6%	14.1%	13.6%	8.6%	12.9%	11.4%	11.7%	15.3%	9.7%
Flooding	10.6%	6.6%	9.6%	11.9%	6.6%	15.8%	11.3%	10.0%	12.0%	11.0%	9.8%
Hailstorms	6.0%	2.5%	5.8%	2.7%	19.0%	0.6%	5.6%	6.4%	4.7%	6.3%	6.2%
Wildfires	4.7%	14.8%	2.6%	1.8%	4.9%	11.3%	4.4%	5.0%	7.1%	4.5%	3.9%
Insurance fraud	3.7%	0.6%	4.0%	4.4%	2.4%	4.8%	4.2%	3.3%	6.4%	3.4%	3.0%
Hurricanes	2.7%	12.9%	2.0%	2.7%	0.9%	1.5%	3.1%	2.4%	2.4%	2.1%	3.4%
Other (specify below)	1.9%	0.9%	1.2%	2.3%	2.9%	1.2%	2.0%	1.7%	1.8%	2.3%	1.7%
Unsure	4.6%	3.8%	3.1%	5.5%	4.6%	5.0%	4.4%	4.9%	8.8%	4.4%	3.1%

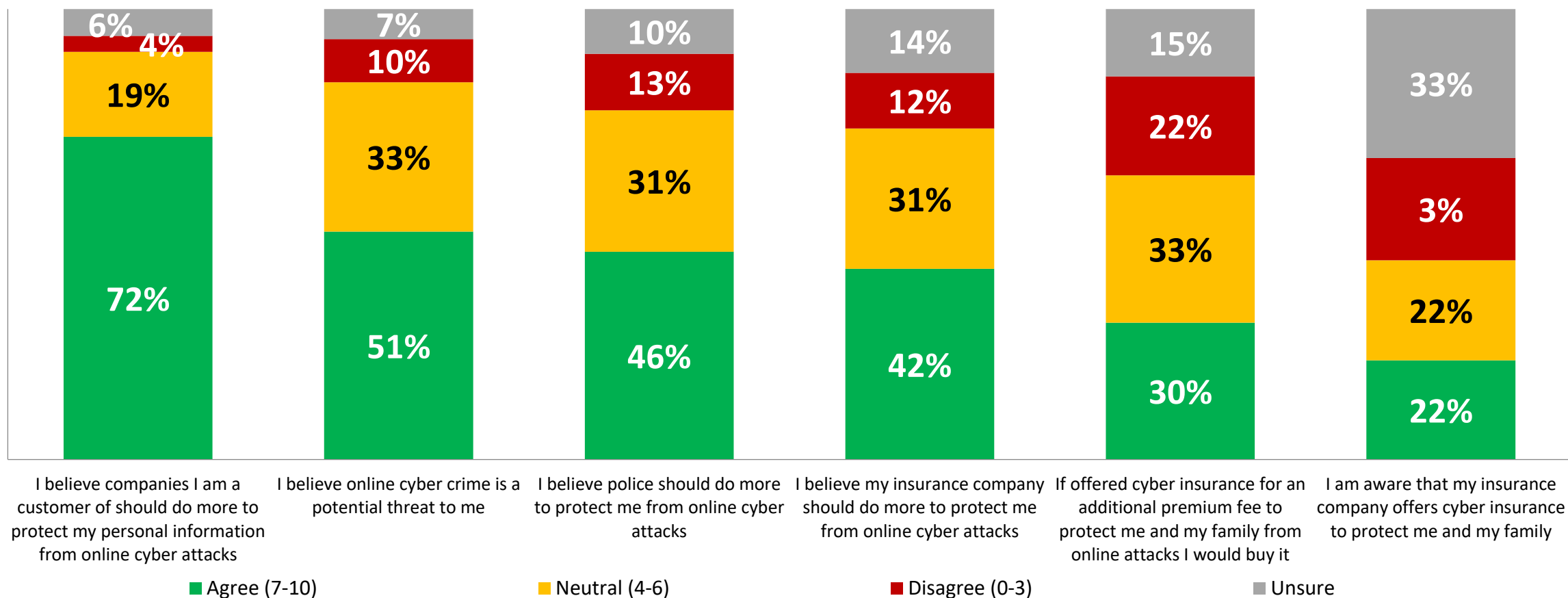
Source: Nanos Research, representative non-probability survey, January 23rd to January 27th, 2026, n=1551, Canadians 25 years and older.

Cyber Fear: Canadians Feel the Threat, But Help Lags Behind

1. **Cyber threat feels real:** About half of Canadians (51%) believe online cyber crime is a personal threat, with only 10% disagreeing.
2. **Strong belief that others should do more:** 46% think police should do more to protect them from cyber attacks. A striking 72% think companies they deal with should do more to protect their personal information, one of the strongest findings across all questions.
3. **Desire for more protection from insurers:** 42% think their insurance company should do more to protect them from cyber attacks, while only 12% disagree.
4. **Low awareness of cyber insurance offerings:** Only 22% say they are aware their insurer offers cyber insurance, one of the lowest awareness levels in the dataset.

Cyber Security

Q - On a scale of 0 to 10 where 0 is not at all agree and 10 completely agree, please score your level of agreement with the following statements. [RANDOMIZE STATEMENTS]



*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Belief that companies should do more to protect personal information from cyber attacks

Q - On a scale of 0 to 10 where 0 is not at all agree and 10 completely agree, please score your level of agreement with the following statements. [RANDOMIZE STATEMENTS]

I believe companies I am a customer of should do more to protect my personal information from online cyber attacks.

	Canada 2026-01 (n=1569)	ATL (n=168)	QC (n=384)	ON (n=459)	PR (n=325)	BC (n=233)	Male (n=776)	Female (n=792)	25 to 34 (n=266)	35 to 54 (n=666)	55 plus (n=637)
Mean	8.0	8.4	7.9	8.0	7.7	8.0	7.7	8.2	7.0	7.8	8.4
Agree (7-10)	71.7%	77.3%	69.6%	72.4%	70.5%	72.0%	68.0%	75.1%	52.0%	70.5%	80.4%
Neutral (4-6)	18.8%	16.8%	19.9%	18.7%	17.7%	19.8%	21.8%	16.0%	31.6%	20.1%	12.7%
Not agree (0-3)	3.5%	2.8%	3.5%	2.8%	5.1%	3.8%	4.6%	2.5%	5.9%	3.5%	2.6%
Unsure	6.0%	3.1%	7.0%	6.1%	6.7%	4.4%	5.6%	6.3%	10.5%	5.9%	4.2%

Canadians ages 55 plus (80%) are more susceptible to agree that companies they are a customer of should do more to protect their personal information from online cyber attacks than those ages 25 to 34 (52%).

Belief that online cyber crime is a potential threat

Q - On a scale of 0 to 10 where 0 is not at all agree and 10 completely agree, please score your level of agreement with the following statements. [RANDOMIZE STATEMENTS]

I believe online cyber crime is a potential threat to me.

	Canada 2026-01 (n=1568)	ATL (n=168)	QC (n=383)	ON (n=459)	PR (n=325)	BC (n=233)	Male (n=775)	Female (n=792)	25 to 34 (n=266)	35 to 54 (n=665)	55 plus (n=637)
Mean	6.6	7.0	6.3	6.7	6.4	6.8	6.4	6.8	6.4	6.6	6.6
Agree (7-10)	50.6%	61.1%	43.2%	51.6%	48.0%	58.2%	47.6%	53.5%	45.0%	52.1%	51.6%
Neutral (4-6)	33.2%	26.1%	35.4%	34.2%	34.8%	27.9%	36.5%	29.9%	37.1%	31.7%	32.7%
Not agree (0-3)	9.6%	7.9%	12.0%	8.0%	10.5%	9.5%	10.6%	8.6%	8.7%	9.0%	10.3%
Unsure	6.7%	4.9%	9.3%	6.2%	6.7%	4.4%	5.2%	8.0%	9.2%	7.2%	5.3%

Canadians ages 35 to 54 and 55 plus (52% each) are more inclined to agree (score 7-10 out of 10) that online cyber crime is a potential threat to them compared to those ages 25 to 34 (45%).

Belief of police doing more to protect from cyber attacks

Q - On a scale of 0 to 10 where 0 is not at all agree and 10 completely agree, please score your level of agreement with the following statements. [RANDOMIZE STATEMENTS]

I believe police should do more to protect me from online cyber attacks.

	Canada 2026-01 (n=1569)	ATL (n=168)	QC (n=384)	ON (n=459)	PR (n=325)	BC (n=233)	Male (n=776)	Female (n=792)	25 to 34 (n=266)	35 to 54 (n=666)	55 plus (n=637)
Mean	6.4	6.1	6.8	6.3	6.1	6.5	6.3	6.5	6.5	6.4	6.4
Agree (7-10)	46.1%	43.6%	52.0%	43.9%	42.1%	49.1%	45.9%	46.5%	42.8%	48.8%	45.3%
Neutral (4-6)	31.4%	31.7%	29.3%	33.3%	31.7%	28.9%	33.7%	29.1%	33.1%	28.6%	32.8%
Not agree (0-3)	12.5%	16.6%	8.8%	12.1%	14.5%	15.5%	13.5%	11.6%	10.3%	13.2%	12.9%
Unsure	9.9%	8.0%	10.0%	10.7%	11.7%	6.5%	6.9%	12.8%	13.7%	9.3%	8.9%

Belief of insurance company doing more to protect from online cyber attacks

Q - On a scale of 0 to 10 where 0 is not at all agree and 10 completely agree, please score your level of agreement with the following statements. [RANDOMIZE STATEMENTS]

I believe my insurance company should do more to protect me from online cyber attacks.

	Canada 2026-01 (n=1569)	ATL (n=168)	QC (n=384)	ON (n=459)	PR (n=325)	BC (n=233)	Male (n=776)	Female (n=792)	25 to 34 (n=266)	35 to 54 (n=666)	55 plus (n=637)
Mean	6.2	5.9	6.7	6.3	5.8	5.9	6.0	6.4	6.2	6.1	6.3
Agree (7-10)	42.3%	38.5%	49.8%	42.0%	36.3%	40.2%	41.5%	43.2%	39.2%	42.0%	43.8%
Neutral (4-6)	31.2%	34.3%	27.6%	31.4%	31.5%	34.7%	34.0%	28.6%	36.1%	30.7%	29.7%
Not agree (0-3)	12.3%	14.8%	8.3%	11.1%	15.2%	17.5%	14.2%	10.6%	9.6%	14.0%	12.1%
Unsure	14.2%	12.4%	14.3%	15.5%	17.1%	7.6%	10.3%	17.7%	15.1%	13.4%	14.4%

Residents in Quebec (50%) are more probable to say that they agree (score 7-10 out of 10) that their insurance company should do more to protect them from online cyber attacks rather than those who live in the Prairies (36%).

Level of agreement towards buying an additional premium fee

Q - On a scale of 0 to 10 where 0 is not at all agree and 10 completely agree, please score your level of agreement with the following statements. [RANDOMIZE STATEMENTS]

If offered cyber insurance for an additional premium fee to protect me and my family from online attacks I would buy it.

	Canada 2026-01 (n=1568)	ATL (n=168)	QC (n=383)	ON (n=459)	PR (n=325)	BC (n=233)	Male (n=776)	Female (n=791)	25 to 34 (n=266)	35 to 54 (n=666)	55 plus (n=636)
Mean	5.2	5.2	5.4	5.2	4.9	5.1	5.0	5.4	4.9	4.9	5.5
Agree (7-10)	30.4%	33.3%	31.5%	30.4%	27.0%	31.5%	29.4%	31.4%	30.7%	25.3%	34.3%
Neutral (4-6)	32.7%	27.1%	33.9%	32.1%	33.1%	34.2%	34.1%	31.4%	30.1%	34.7%	32.2%
Not agree (0-3)	22.0%	23.4%	19.7%	20.8%	25.1%	24.4%	24.8%	19.2%	26.1%	23.8%	18.8%
Unsure	15.0%	16.2%	14.9%	16.6%	14.9%	9.8%	11.7%	18.1%	13.1%	16.2%	14.7%

Awareness on insurance company offering cyber insurance

Q - On a scale of 0 to 10 where 0 is not at all agree and 10 completely agree, please score your level of agreement with the following statements. [RANDOMIZE STATEMENTS]

I am aware that my insurance company offers cyber insurance to protect me and my family.

	Canada 2026-01 (n=1569)	ATL (n=168)	QC (n=384)	ON (n=459)	PR (n=325)	BC (n=233)	Male (n=776)	Female (n=792)	25 to 34 (n=266)	35 to 54 (n=666)	55 plus (n=637)
Mean	4.7	4.5	5.1	4.7	4.3	5.0	4.8	4.6	5.0	4.9	4.5
Agree (7-10)	22.0%	20.6%	23.8%	21.1%	17.7%	27.8%	24.0%	20.2%	25.4%	22.9%	20.0%
Neutral (4-6)	22.2%	18.1%	18.9%	24.1%	23.0%	23.3%	25.6%	19.0%	29.6%	22.6%	18.9%
Not agree (0-3)	22.7%	26.1%	18.0%	23.2%	26.2%	23.3%	23.1%	22.3%	20.0%	21.5%	24.7%
Unsure	33.1%	35.3%	39.4%	31.6%	33.1%	25.5%	27.3%	38.5%	24.9%	33.0%	36.3%

Only one in five Canadians (22%) agree (score 7-10 out of 10) that they are aware of there insurance company offering cyber insurance to protect them and their family.

Element	Description	Element	Description
Research sponsor	Aviva	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Atlantic Canada, Quebec, Ontario, Prairies, British Columbia. See tables for full weighting disclosure.
Population and Final Sample Size	1,569 Canadians		
Source of Sample	Bonning Associates		
Type of Sample	Representative non-probability	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Margin of Error (for a comparative probability sample)	For comparison purposes, a probability sample of 1,569 respondents would have a margin of error of ± 2.5 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 25 years old; individuals without internet access could not participate.
Mode of Survey	Online survey	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Atlantic Canada, Quebec, Ontario, Prairies, British Columbia.
Sampling Method Base	Non-probability	Estimated Response Rate	Not applicable
		Question Order	Question order in the preceding report have been grouped by theme and do not reflect the order in which they appeared in the original questionnaire.
		Question Content	All questions asked are contained in the report.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 25 years or older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Demographics (Other)	Age, gender, education, income	Research/Data Collection Supplier	Nanos Research
Field Dates	January 23 rd and January 27 th , 2026.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone: (613) 234-4666 ext. 237 Email: info@nanosresearch.com .
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/	Data Tables	By region, age and gender



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EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. www.ethicstrategies.com

ABOUT NANOS

Any questions?



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