Exposed Nation: Statistics on the Unprotected Masses

Backups? We don't need no stinkin' backups!

According to a Maxtor/Harris Interactive poll, almost 90% of US adults know they should back up the data on their computers, but few do it frequently or regularly.

In fact, the study showed that although computer hard drives contain more data today than ever before, about one-third of US adults don't back up their data at all, and around three quarters of those who do make a backup copy don't do it often enough. Listed below are some of the interesting data from this survey, which polled 2,300 U.S. adults.

Frequency of backups:

- 42% said they did it once a year
- 31% reported monthly backups
- 12% weekly, and just...
- 15% reported performing daily backups

These are interesting numbers, as 44% of those surveyed said that they had lost data in the past due to a computer virus, hardware or software malfunction or other event.

Data that respondents feared losing the most:

- 27% said financial data and business records
- 24% reported personal photos and videos
- 17% said contact information such as addresses and phone numbers
- 16% said personal written documents and emails. Surprisingly, only...
- 4% of those surveyed listed downloaded music and/or video files as high-value data.

Top reasons cited for not backing up data:

- 44% cited lack of technical knowledge about the process
- 21% of those surveyed felt that backing up wasn't important
- 20% said it took too much time
- 11% said that they didn't know they had to do it, which means that at the very least awareness of backing up data is high.

Source: The RBS News.
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