

Small Businesses: The New Primary Cyber Target

Why They Are Targeted

43%

of All Cyberattacks



Target small businesses specifically.



High-Value, Low-Security

Attackers focus on organizations with valuable data but weak defenses.



Easy, Time-Sensitive Targets

Nonprofits and small teams have a low tolerance for downtime, increasing ransom pressure.



The Real Risk Isn't Technology—It's Readiness

Most breaches are caused by false assumptions, underinvestment, and DIY security, not by advanced hacks.

The Risk Factors

56%

of Ransomware Attacks



Hit businesses with fewer than 50 employees.

60%

Believe They're "Too Small"



This false sense of safety is the biggest vulnerability.

52%

Rely on Untrained Staff



DIY security is easily overwhelmed by modern, professionalized threats.