

CYBERCRIME REPORT 2011

CYBERCRIME COSTS*

- Total net cost of cybercrime
- Victims' value of the time lost to cybercrime
- Direct cash cost (money stolen/cost of resolving cybercrime)

CYBERCRIME EXPERIENCES

- Online adults who have experienced cybercrime in their lifetime
- Victims who experienced cybercrime in the past 12 months
- Adults who have experienced mobile-related cybercrime

LOST TIME

- Days taken to resolve cybercrime in the past year (average)

TOP CYBERCRIMES

- Most common types of cybercrime in past 12 months (% of all cybercrime)

SECURITY

- Adults (%) who do not have up-to-date security software

ONLINE/OFFLINE CRIME: All online adults (%) who:

- have been a victim of online cybercrime in the last 12 months
- have been a victim of physical world (offline) crime in the last 12 months
- think they are more likely to be a victim of online crime than offline crime (over next 12 months)

VICTIMS (%) OF OFFLINE AND ONLINE CRIME WHO SAY CYBERCRIME:

- is just as upsetting (as physical world crime)
- makes me feel just as angry

ONLINE LIVING

- Hours spent online per week (average)
- Mobile/cell phone owners who access the Internet via their mobile device (%)
- Adults (%) who 'can't live without the Internet'
- Adults (%) who say 'I would lose contact with friends without my social networks'



USA

us \$139.6bn
us \$107.6bn
us \$32bn

73%
66%
8%

10 days

- Computer viruses/malware** (56% overall, of which 61% occurred in the past 12 months)
- Online credit card fraud** (18% overall, of which 45% occurred in the past 12 months)
- Phishing** (14% overall, of which 60% occurred in the past 12 months)

34%

48%
14%
48%

74%
74%

24 hrs/week
46%
33%
40%



GLOBALLY
(24 countries)

us \$388bn
us \$274bn
us \$114bn

69%
65%
10%

10 days

- Computer viruses/malware** (54% overall, of which 58% occurred in the past 12 months)
- Online scams** (11% overall, of which 52% occurred in the past 12 months)
- Phishing** (10% overall, of which 53% occurred in the past 12 months)

41%

44%
15%
31%

67%
68%

24 hrs/week
44%
24%
32%

*Visit: <http://norton.com/cybercrimereport> for more information and detailed methodology, extrapolations and definitions.



NORTON ONLINE FAMILY REPORT

VICTIMS
Kids (%) aged 8-17 who have ever experienced:

- any kind of negative online situation*
- a serious negative online situation*
- a negative mobile-related incident

MOST COMMON EXPERIENCES

- The most common negative online situations 8-17 year olds have experienced are ...

PARENTAL BLINDSPOTS

- Parents (%) who say they have no idea what their kids do online
- Kids (%) who think their parents have no idea about what they do online

KIDS' WORRIES

- The main reason kids wouldn't tell their parents about negative online experiences are ...

CYBER-SCHOOLS
Respondents (%) who think schools should integrate Internet technology as much as possible*

- Teachers
- Parents
- Kids

TEACHERS & TECHNOLOGY

- Teachers (%) who are friends with students on social networks
- Teachers (%) who think being friends with students on social networks exposes them to risks
- Teachers (%) who have personally experienced or know a teacher who has experienced cyberbaiting*

CYBERSAFETY IN SCHOOLS

- Kids who think they get too little education at school about online safety
- Teachers who think their school should be doing more to educate kids about online safety
- Parents who think schools should be doing more to educate kids about online safety

BRINGING CYBERBUGS HOME
Adults (%) who have been a cybercrime victim:

- Adults overall
- Parents of kids aged 8-17
- Parents whose kids have had a negative online experience

HOUSE RULES
Kids (%) who have had a negative online experience:

- who have stuck to Internet house rules
- who have broken Internet house rules

ROOM FOR IMPROVEMENT
Parents (%) who have:

- house rules about the amount of time kids can spend online
- house rules about safe websites
- set parental controls on family computer

USA

53%
35%
11%

1. A child/teenager I don't know tried to befriend me on a **social network (25%)**
2. I have seen very **violent** images, videos or games online **(24%)**
3. I have seen **nude** body images or videos online **(21%)**

4%
12%

1. They worry their **parents would overreact (23%)**
2. They worry they would **get into trouble (22%)**

91%
81%
82%

15%
90%
11%

26%
82%
65%

73%
78%
94%

44%
80%

50%
54%
39%

GLOBALLY (24 countries)

62%
39%
13%

1. A child/teenager I don't know tried to befriend me on a **social network (29%)**
2. I have seen very **violent** images, videos or games online **(28%)**
3. I downloaded a **virus** to my own/a family computer **(25%)**

6%
17%

1. They worry they would **get into trouble (20%)**
2. They worry their **parents would overreact (19%)**

91%
83%
84%

34%
67%
21%

44%
80%
70%

69%
72%
87%

52%
82%

51%
43%
32%