

Norton Cyber Security Insights Report 2016

Global Comparisons



TOP FINDINGS	USA	GLOBAL (21 countries)
Total consumers affected by cybercrime in past year	106.6 million (38.5%)	689.4 million (31%)
Total financial cost of cybercrime in past year	\$20.3 billion	\$125.9 billion (USD)
Total time lost to cybercrime in past year	12.8 hours	19.7 hours
Most common cybercrimes consumers report ever personally experiencing	Credit card fraud: 22% Account password compromised: 21% Email hacked: 19%	Account password compromised: 18% Email hacked: 16% Mobile device theft: 15%
Percent who cannot identify a phishing email or have to guess if the email is legitimate	48%	41%
Percentage who experienced a negative outcome after responding to a potential phishing email	83%	80%
Percent who think they know how to determine whether the Wi-Fi network they are using is secure.	46%	48%
Respondents are most likely to protect this connected home device	Home entry/security system: 71%	Home entry/security system: 76%
Percent believing connected home devices offer hackers new ways to steal data	76%	72%
Percent who think connected home devices are designed with security in mind	65%	62%
Percent with at least one unprotected device	37%	35%
Percent confident in their ability to keep personal information safe online	51%	40%
Percent believing it's become harder to stay safe and secure online over the past 5 years	70%	63%
Percentage of parents who believe their children are more likely to be bullied online than on a playground	64%	48%
Percent who think children are exposed to more online dangers now than 5 years ago	81%	78%

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