

Norton Cyber Security Insights Report 2016

Global Comparisons



TOP FINDINGS	UK	GLOBAL (21 countries)
Total consumers affected by cybercrime in past year (Total in previous year)	13.8 million (24%) (12.4 million)	689.4 million (31%)
Total financial cost of cybercrime in past year (Total in previous year)	£1.8 billion GBP / \$2 billion USD (£1.7 billion / \$2.5 billion USD)	\$125.9 billion USD
Total time lost to cybercrime in past year (Total in previous year)	11.5 hours (9 hours)	19.7 hours
Those most affected by cybercrime in the past year	Millennials: 36% Frequent travellers : 35% Parents: 34%	Millennials: 40% Parents: 40% Frequent travellers: 40%
Percent who cannot identify a phishing email or have to guess if the email is legitimate	38%	41%
Percent who experienced a negative outcome after responding to a potential phishing email	77%	80%
Percent who think they know how to determine whether the Wi-Fi network they are using is secure	46%	48%
Percent who feel overwhelmed about the amount of information they need to protect on a daily basis	43%	39%
Percent believing connected home devices offer hackers new ways to steal data	78%	72%
Percent of consumers who only use secure passwords when required	34%	42%
Percent with at least one unprotected device	40%	35%
Percent confident in their ability to keep personal information safe online	46%	40%
Percent believing it's become harder to stay safe and secure online over the past 5 years	68%	63%
Percent willing to install a third-party program to access free Wi-Fi	12%	21%
According to consumers, those who should be responsible for teaching people to stay safe and secure online	Internet Providers: 69% Individuals: 66% Tech companies: 56%	Internet Providers: 64% Individuals: 62% Tech companies: 57%