Cyber Safety Insights Report
Global Results

Prepared by
The Harris Poll
The research was conducted online by The Harris Poll on behalf of Norton™ LifeLock™ among more than 16,000 adults (aged 18+) in 16 countries. The survey was conducted October 9-30, 2018 in Australia (n=1,002), Brazil (n=1,051), Canada (n=1,026), China (n=1,051), France (n=1,065), Germany (n=1,001), Hong Kong (n=1,000), Italy (n=1,004), Japan (n=1,001), Mexico (n=1,050), Netherlands (n=1,003), New Zealand (n=1,002), Taiwan (n=1,000), UAE (n=1,001), UK (n=1,006), and US (n=1,004). Data are weighted where necessary to bring them in line with their actual proportions in the population. A global postweight was applied to ensure equal weight of each country in the global total. No estimates of theoretical sampling error can be calculated.

Figures on past year identity theft in the U.S. are from a separate online survey of 5,000 U.S. adults aged 18+ conducted by The Harris Poll on behalf of Norton™ LifeLock™ between January 2-18, 2019.
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Key Findings
Consumers around the world want it all when it comes to protecting their personal information. They are concerned about their privacy (83%), but most say they accept certain risks to make life more convenient (61%); they want companies to give them control of their personal data\(^1\), but also say they are willing to sell their information for the right price\(^2\); they are in agreement that they want companies to be held accountable\(^3\), but are not willing to pay the companies/organizations that hold their most important personal information to secure it\(^4\).

Competing priorities aside, 3 in 4 consumers (76%) are more alarmed than ever about their privacy and a third or less trust healthcare providers (33%), financial institutions (25%), government (24%), retailers (14%), and social media providers (6%) a lot to protect their personal information. In fact, one in five (22%) have gone as far as deleting a social media account in the past 12 months due to privacy concerns.

\(^1\) Nearly all consumers say that it’s important for companies to give them the ability to control (95%) and find out (95%) how their personal data is being used (or be fined).

\(^2\) Over a third of consumers say they would accept money from companies in exchange for access to their Internet search history (38%) and location (37%).

\(^3\) 96% of consumers say that it’s important for companies to give consumers a way to report misuse of personal data (or be fined).

\(^4\) The majority of consumers wouldn’t pay social media providers (69%), retailers (62%), financial institutions (59%), or healthcare providers (57%) to protect their personal information.
Consumer concern appears to be warranted. Across 16 countries, more than a billion adults have been the victims of cyber crime, 800 million in the last year alone, and nearly 2 in 3 (64%) believe they are likely to experience cyber crime in the next year. Of those who did experience cyber crime in the past year, 38% had a financial loss and spent 6 hours on average resolving the crime.

Beyond cyber crime, 117 million adults, men and women, young and old, in 16 countries around the globe were impacted by identity theft in the past year. What’s more, parents don’t seem to know that it’s not an adult-only problem—more than half (56%) are unaware that children can be victims of identity theft too.

So what do consumers do next? The majority (87%) say they want to do more to protect their privacy but many (55%) don’t know how. While most (86%) say they have taken at least some steps to protect their online activities and personal information, they do not appear to be doing so with consistency or rigor⁵.

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⁵ Less than half of consumers globally have taken any one measure to protect their online activities and personal information. The most common are limiting information shared on social media (49%) and clearing or disabling cookies (41%). Less than 1 in 5 are using anonymous payment methods (19%), using an encrypted email service (19%), deleting social media accounts (17%), or using VPNs (14%).
However, while consumers may not know how to protect their personal information, they do seem to be a bit more in the know when it comes to protecting against cyber crime (though they could be doing more!). Most are already taking the precautionary measures of not sharing passwords (80%), not opening suspicious files or links (79%), and limiting information shared on social media (77%) to protect themselves and their devices, but fewer are going as far as using paid anti-virus software (40%) or—in the US—an identity theft protection service (36%).
Protecting Personal Privacy
Consumers Are Concerned About Privacy, But Are Also Willing To Accept Certain Risks For Added Convenience

Global Total

- I am concerned about my privacy: 83%
  - Strongly agree: 38%
  - Somewhat agree: 46%
- I accept certain risks to my online privacy to make my life more convenient: 61%
  - Strongly agree: 11%
  - Somewhat agree: 49%

% Agree by Country

<table>
<thead>
<tr>
<th>Country</th>
<th>I am concerned about my privacy</th>
<th>I accept certain risks to my online privacy to make my life more convenient</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>86%</td>
<td>68%</td>
</tr>
<tr>
<td>Brazil</td>
<td>89%</td>
<td>49%</td>
</tr>
<tr>
<td>Canada</td>
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<td>China</td>
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<td>France</td>
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<td>55%</td>
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<tr>
<td>Germany</td>
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<td>61%</td>
</tr>
<tr>
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</tr>
<tr>
<td>Italy</td>
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<td>Japan</td>
<td>84%</td>
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<tr>
<td>Mexico</td>
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<td>63%</td>
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<tr>
<td>New Zealand</td>
<td>80%</td>
<td>75%</td>
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<tr>
<td>Taiwan</td>
<td>92%</td>
<td>61%</td>
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<td>57%</td>
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<tr>
<td>UK</td>
<td>82%</td>
<td>65%</td>
</tr>
<tr>
<td>US</td>
<td>85%</td>
<td>66%</td>
</tr>
</tbody>
</table>

Those in New Zealand, Canada, and Australia are most likely to say they accept certain risks for convenience.
Most Consumers Would Not Give Access to Their ID Info, Even at a Price, But Would Offer Their Internet Search History and Location

Price (per month) for Providing Access to Personal Information (Global Total)

<table>
<thead>
<tr>
<th></th>
<th>Internet Search History</th>
<th>Location</th>
<th>Identification Document Information (such as passport or driver’s license information)</th>
</tr>
</thead>
<tbody>
<tr>
<td>would give for free</td>
<td>18%</td>
<td>19%</td>
<td>15%</td>
</tr>
<tr>
<td>need to be paid</td>
<td>38%</td>
<td>37%</td>
<td>27%</td>
</tr>
<tr>
<td>would not sell</td>
<td>44%</td>
<td>44%</td>
<td>59%</td>
</tr>
</tbody>
</table>
In General, Consumers in Italy, Mexico and the UAE are Most Inclined To Allow Access to Personal Information

Price (per month) for Providing Access to Personal Information by Country

### Internet Search History

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<thead>
<tr>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>$0 (give away)</td>
<td>16%</td>
<td>12%</td>
<td>18%</td>
<td>16%</td>
<td>18%</td>
<td>14%</td>
<td>18%</td>
<td>19%</td>
<td>16%</td>
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<tr>
<td>$1+</td>
<td>30%</td>
<td>45%</td>
<td>35%</td>
<td>34%</td>
<td>42%</td>
<td>36%</td>
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</tr>
<tr>
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<td>43%</td>
<td>47%</td>
<td>49%</td>
<td>40%</td>
<td>49%</td>
<td>48%</td>
<td>29%</td>
<td>56%</td>
<td>32%</td>
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<td>55%</td>
<td>48%</td>
<td>23%</td>
<td>47%</td>
<td>45%</td>
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</tbody>
</table>

### Location

<table>
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<th>Location</th>
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<th>Canada</th>
<th>China</th>
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<th>Germany</th>
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<td>36%</td>
<td>39%</td>
<td>48%</td>
<td>37%</td>
<td>36%</td>
</tr>
<tr>
<td>Would not sell</td>
<td>48%</td>
<td>48%</td>
<td>43%</td>
<td>47%</td>
<td>41%</td>
<td>43%</td>
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<td>59%</td>
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<td>53%</td>
<td>25%</td>
<td>43%</td>
<td>45%</td>
</tr>
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</table>

### Identification Document Information (such as passport or driver's license information)

<table>
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<tr>
<th>Location</th>
<th>Australia</th>
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<th>Canada</th>
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<th>France</th>
<th>Germany</th>
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<th>UAE</th>
<th>UK</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0 (give away)</td>
<td>15%</td>
<td>11%</td>
<td>15%</td>
<td>14%</td>
<td>15%</td>
<td>12%</td>
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<td>14%</td>
<td>13%</td>
<td>20%</td>
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<tr>
<td>$1+</td>
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<td>19%</td>
<td>27%</td>
<td>29%</td>
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<td>19%</td>
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<td>48%</td>
<td>26%</td>
<td>25%</td>
</tr>
<tr>
<td>Would not sell</td>
<td>66%</td>
<td>61%</td>
<td>66%</td>
<td>60%</td>
<td>55%</td>
<td>63%</td>
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<td>49%</td>
<td>69%</td>
<td>43%</td>
<td>56%</td>
<td>71%</td>
<td>66%</td>
<td>29%</td>
<td>58%</td>
<td>57%</td>
</tr>
</tbody>
</table>
Consumers Emphasize The Importance of Accountability and Control Over Their Personal Information

Importance of Requiring Companies and Organizations to Do the Following or Impose Fines (Global Total)

- **Give consumers a way to report misuse of their personal data**
  - **Important Net**: 96%
  - **Absolutely Essential**: 49%
  - **Very Important**: 32%
  - **Somewhat Important**: 15%
  - **Not at All/Not Very Important**: 4%

- **Give consumers the right to request that their personal data is erased**
  - **Important Net**: 95%
  - **Absolutely Essential**: 47%
  - **Very Important**: 32%
  - **Somewhat Important**: 15%
  - **Not at All/Not Very Important**: 5%

- **Give consumers the right to find out how their personal data is being used**
  - **Important Net**: 95%
  - **Absolutely Essential**: 47%
  - **Very Important**: 32%
  - **Somewhat Important**: 16%
  - **Not at All/Not Very Important**: 5%

- **Give consumers the ability to control how their personal data is being used**
  - **Important Net**: 95%
  - **Absolutely Essential**: 44%
  - **Very Important**: 34%
  - **Somewhat Important**: 17%
  - **Not at All/Not Very Important**: 5%

Most Likely to Say Absolutely Essential: Australia, Mexico, Canada
Least Likely to Say Absolutely Essential: Hong Kong, Japan, Netherlands

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Most Consumers are Not Willing to Pay Companies a Monthly Fee to Ensure Their Personal Information is Protected

Willingness to Pay $1+ Per Month to Ensure Protection of Personal Information (Global Total)

- Healthcare Providers/Institutions: 43%
- Financial Institutions: 41%
- Retailers/Online shopping sites: 38%
- Social media providers: 31%
Consumers in the UAE are Most Inclined to Pay to Protect Their Personal Information
Trust in Social Media Providers to Protect Personal Information Trails Other Organizations Holding Sensitive Information

Trust in Managing and Protecting Personal Information (Global Total)

<table>
<thead>
<tr>
<th>Organization Type</th>
<th>Trust a Lot</th>
<th>Trust a Little</th>
<th>Trust a Little/lot NET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare providers/ institutions</td>
<td>33%</td>
<td>57%</td>
<td>90%</td>
</tr>
<tr>
<td>Financial institutions</td>
<td>25%</td>
<td>58%</td>
<td>82%</td>
</tr>
<tr>
<td>Retailers/Online shopping sites</td>
<td></td>
<td></td>
<td>14%</td>
</tr>
<tr>
<td>Government</td>
<td>49%</td>
<td></td>
<td>74%</td>
</tr>
<tr>
<td>Social media providers</td>
<td></td>
<td></td>
<td>56%</td>
</tr>
</tbody>
</table>

% Who Trust A Little/A Lot by Generation

<table>
<thead>
<tr>
<th>Generation</th>
<th>Trust a Lot</th>
<th>Trust a Lot/lot NET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Z (18-21)</td>
<td>92%</td>
<td>92%</td>
</tr>
<tr>
<td>Millennials (22-38)</td>
<td>91%</td>
<td>91%</td>
</tr>
<tr>
<td>Gen X (39-53)</td>
<td>89%</td>
<td>89%</td>
</tr>
<tr>
<td>Boomers (54-72)</td>
<td>90%</td>
<td>90%</td>
</tr>
<tr>
<td>Seniors (73+)</td>
<td>93%</td>
<td>93%</td>
</tr>
</tbody>
</table>

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A Full 3 in 4 are More Alarmed Than Ever About Privacy and Over 1 in 5 Have Deleted a Social Media Account In Response

I am more alarmed than ever about my privacy

- Strongly agree: 29%
- Somewhat agree: 46%
- Global Total: 76%

Deleted a social media account due to privacy concerns in past 12 months (Global Total)

Ranges from 11-37% by country with the UAE seeing the highest rate of decline

<table>
<thead>
<tr>
<th>Country</th>
<th>Yes Agree</th>
<th>No Agree</th>
<th>Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>73%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brazil</td>
<td>78%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>72%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>85%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>France</td>
<td>67%</td>
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<tr>
<td>Germany</td>
<td>80%</td>
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<td>Hong Kong</td>
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<tr>
<td>Italy</td>
<td>59%</td>
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<td></td>
</tr>
<tr>
<td>Japan</td>
<td>82%</td>
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<td></td>
</tr>
<tr>
<td>Mexico</td>
<td>82%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Netherlands</td>
<td>54%</td>
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<td></td>
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<tr>
<td>New Zealand</td>
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<tr>
<td>Taiwan</td>
<td>93%</td>
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<tr>
<td>UAE</td>
<td>83%</td>
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<tr>
<td>UK</td>
<td>74%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>US</td>
<td>72%</td>
<td></td>
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</tr>
</tbody>
</table>
While 87% of Consumers Want to Do More to Protect Their Privacy, More Than Half Don’t Know How

- **87%** of consumers want to do more to protect their privacy.
- **55%** don’t know how to protect their privacy.
- **40%** strongly agree with wanting to protect privacy.
- **47%** somewhat agree.
- **14%** strongly disagree, and **41%** somewhat disagree.

![Bar chart showing % Agree by Country:](chart)

- **I am concerned about my privacy**
- **I accept certain risks to my online privacy to make my life more convenient**

Those in Japan, China and France are most likely to say they don’t know how to protect their privacy.
The Majority Have Taken Some Steps to Protect Their Online Privacy but No Single Activity is Performed Consistently by All

Steps Taken to Protect Online Activities and Personal Information *(Global Total)*

- **86%** have taken at least some steps
- **49%** Limited information shared on social media
- **41%** Cleared or disabled cookies
- **35%** Red the Terms & Conditions in full before installing or downloading a device or service
- **34%** Changed default privacy settings on devices
- **31%** Stopped using public Wi-Fi
- **24%** Used an identity theft protection service [US ONLY]
- **24%** Used something other than your full name for social media
- **19%** Used anonymous payment methods
- **19%** Used an encrypted email service
- **17%** Deleted a social media account
- **14%** Used a virtual private network (VPN) to encrypt information sent to and from my devices
- **4%** Other
- **14%** I have not done anything

% Who Have Not Done Anything by Country

<table>
<thead>
<tr>
<th>Country</th>
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<th>China</th>
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</thead>
<tbody>
<tr>
<td></td>
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<td>15%</td>
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<td>11%</td>
<td>18%</td>
<td>7%</td>
<td>12%</td>
<td>14%</td>
</tr>
</tbody>
</table>

With some of the lowest rates of cyber crime and identity theft identified in this study, it’s not surprising that Japanese consumers are the least likely to have taken steps to protect their online activities and personal information.
Though Only 1 in 2 Consumers Do It Globally, Limiting Social Posts is Among the Top 3 Protective Actions Taken in All Countries

Top 3 Steps Taken To Protect Online Activities And Personal Information by Country

<table>
<thead>
<tr>
<th>Country</th>
<th>Step 1</th>
<th>Step 2</th>
<th>Step 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>AU</td>
<td>Limited social media posts</td>
<td>Cleared or disabled cookies</td>
<td>Changed default privacy settings</td>
</tr>
<tr>
<td>CA</td>
<td>Limited social media posts</td>
<td>Cleared or disabled cookies</td>
<td>Changed default privacy settings</td>
</tr>
<tr>
<td>CN</td>
<td>Limited social media posts</td>
<td>Cleared or disabled cookies</td>
<td>Limited social media posts</td>
</tr>
<tr>
<td>FR</td>
<td>Limited social media posts</td>
<td>Cleared or disabled cookies</td>
<td>Stopped using public Wi-Fi</td>
</tr>
<tr>
<td>DE</td>
<td>Limited social media posts</td>
<td>Cleared or disabled cookies</td>
<td>Limited social media posts</td>
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<tr>
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<tr>
<td>NZ</td>
<td>Limited social media posts</td>
<td>Cleared or disabled cookies</td>
<td>Limited social media posts</td>
</tr>
<tr>
<td>TW</td>
<td>Limited social media posts</td>
<td>Cleared or disabled cookies</td>
<td>Limited social media posts</td>
</tr>
<tr>
<td>UAE</td>
<td>Limited social media posts</td>
<td>Cleared or disabled cookies</td>
<td>Limited social media posts</td>
</tr>
<tr>
<td>UK</td>
<td>Limited social media posts</td>
<td>Cleared or disabled cookies</td>
<td>Limited social media posts</td>
</tr>
<tr>
<td>US</td>
<td>Limited social media posts</td>
<td>Cleared or disabled cookies</td>
<td>Limited social media posts</td>
</tr>
</tbody>
</table>
Identity Theft: Incidence and Protecting Children
Over 117 Million Consumers* Were the Victim of Identity Theft Last Year

Global 16 Country Total: 117.6 million

*In 16 countries
Majority (of Both Consumers and Parents) Don’t Believe Youth Can Be ID Theft Victims, Though Certain Markets Are More in the Know: Australia, Germany, Mexico, Netherlands

% Believe Those Under 18 are at Risk of Identity Theft

- Global Total
- Australia: 53%
- Brazil: 35%
- Canada: 40%
- China: 24%
- France: 52%
- Germany: 64%
- Hong Kong: 52%
- Italy: 38%
- Japan: 38%
- Mexico: 61%
- Netherlands: 48%
- New Zealand: 45%
- Taiwan: 39%
- UAE: 42%
- UK: 39%
- US: 44%
Around the World, Parents Could be Doing More to Protect Their Children’s Identity from Would-be Thieves

In line with their lower awareness of risk, parents in Japan and Hong Kong are most likely to have not taken any steps to protect their children’s identity.
Similar to Their Own Protective Behaviors, Across All Countries, Limiting Social Posts (their child’s and their own) is Among the Top Practices Parents Employ to Protect Their Children’s Identity

<table>
<thead>
<tr>
<th>Country</th>
<th>Top 3 Actions Taken by Parents of Minors to Protect Children’s Identity by Country</th>
</tr>
</thead>
</table>
| AU      | 1. Limit access to sites/apps  
2. Limit child’s social posts  
3. Review/approve all apps |
| BR      | 1. Limit access to sites/apps  
2. Limit own social posts  
3. Review/approve all apps |
| CA      | 1. Limit own social posts  
2. Limit access to sites/apps  
3. Limit child’s social posts |
| CN      | 1. Limit own social posts  
2. Limit access to sites/apps  
3. Limit child’s social posts |
| FR      | 1. Limit own social posts  
2. Limit access to sites/apps  
3. Limit child’s social posts |
| DE      | 1. Limit access to sites/apps  
2. Limit own social posts  
3. Review/approve all apps |
| HK      | 1. Limit own social posts  
2. Don’t provide BSN number  
3. Limit access to sites/apps |
| JP      | 1. Don’t provide SSN number  
2. Limit own social posts  
3. Limit access to sites/apps |
| MX      | 1. Limit access to sites/apps  
2. Limit child’s social posts  
3. Review/approve all apps |
| NL      | 1. Limit access to sites/apps  
2. Don’t provide BSN number  
3. Limit access to sites/apps |
| NZ      | 1. Limit access to sites/apps  
2. Limit own social posts  
3. Review/approve all apps |
| TW      | 1. Limit access to sites/apps  
2. Limit child’s social posts  
3. Review/approve all apps |
| UAE     | 1. Limit access to sites/apps  
2. Limit own social posts  
3. Limit child’s social posts |
| UK      | 1. Limit access to sites/apps  
2. Limit own social posts  
3. Limit access to sites/apps |
| US      | 1. Limit access to sites/apps  
2. Limit own social posts  
3. Limit child’s social posts |

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Most Parents Express Concern That Their Child Will Experience Identity Theft As a Result of An Action They Have or Their Child Has Taken

Global Total, Parents of Minors

- Concerned (NET): 71%
  - Very concerned: 26%
  - Somewhat concerned: 45%
  - Not very concerned: 22%
  - Not at all concerned: 7%
- Not very concerned: 21%
- Concerned: 35%
- Somewhat concerned: 46%
- Not very concerned: 22%
- Not at all concerned: 7%

% Very/Somewhat Concerned by Country
(among parents of minors)

<table>
<thead>
<tr>
<th>Country</th>
<th>An action you have taken</th>
<th>An action you have not taken</th>
<th>An action your child(ren) has taken</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>65%</td>
<td>67%</td>
<td>76%</td>
</tr>
<tr>
<td>Brazil</td>
<td>88%</td>
<td>85%</td>
<td>92%</td>
</tr>
<tr>
<td>Canada</td>
<td>56%</td>
<td>59%</td>
<td>67%</td>
</tr>
<tr>
<td>China</td>
<td>78%</td>
<td>86%</td>
<td>91%</td>
</tr>
<tr>
<td>France</td>
<td>73%</td>
<td>77%</td>
<td>79%</td>
</tr>
<tr>
<td>Germany</td>
<td>70%</td>
<td>70%</td>
<td>79%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>73%</td>
<td>76%</td>
<td>82%</td>
</tr>
<tr>
<td>Italy</td>
<td>59%</td>
<td>63%</td>
<td>77%</td>
</tr>
<tr>
<td>Japan</td>
<td>69%</td>
<td>74%</td>
<td>81%</td>
</tr>
<tr>
<td>Mexico</td>
<td>88%</td>
<td>90%</td>
<td>91%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>46%</td>
<td>57%</td>
<td>62%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>54%</td>
<td>61%</td>
<td>73%</td>
</tr>
<tr>
<td>Taiwan</td>
<td>84%</td>
<td>87%</td>
<td>87%</td>
</tr>
<tr>
<td>UAE</td>
<td>68%</td>
<td>73%</td>
<td>80%</td>
</tr>
<tr>
<td>UK</td>
<td>65%</td>
<td>68%</td>
<td>72%</td>
</tr>
<tr>
<td>US</td>
<td>67%</td>
<td>65%</td>
<td>68%</td>
</tr>
</tbody>
</table>
Cyber Crime: Incidence and Impact
Consumers, Especially in Parts of APAC, Are Generally Aware of Their Cyber Crime Risk

Likelihood of Experiencing Cyber Crime in the Next Year

% Agree by Country

<table>
<thead>
<tr>
<th>Country</th>
<th>% likely to experience cyber crime in next year</th>
<th>% who have experienced cyber crime in past year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>55%</td>
<td>30%</td>
</tr>
<tr>
<td>Brazil</td>
<td>71%</td>
<td>46%</td>
</tr>
<tr>
<td>Canada</td>
<td>55%</td>
<td>32%</td>
</tr>
<tr>
<td>China</td>
<td>74%</td>
<td>48%</td>
</tr>
<tr>
<td>France</td>
<td>61%</td>
<td>34%</td>
</tr>
<tr>
<td>Germany</td>
<td>44%</td>
<td>28%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>77%</td>
<td>39%</td>
</tr>
<tr>
<td>Italy</td>
<td>40%</td>
<td>35%</td>
</tr>
<tr>
<td>Japan</td>
<td>77%</td>
<td>18%</td>
</tr>
<tr>
<td>Mexico</td>
<td>69%</td>
<td>48%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>66%</td>
<td>24%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>54%</td>
<td>33%</td>
</tr>
<tr>
<td>Taiwan</td>
<td>89%</td>
<td>44%</td>
</tr>
<tr>
<td>UAE</td>
<td>67%</td>
<td>54%</td>
</tr>
<tr>
<td>UK</td>
<td>62%</td>
<td>33%</td>
</tr>
<tr>
<td>US</td>
<td>65%</td>
<td>41%</td>
</tr>
</tbody>
</table>

With the exception of China, markets with the highest perceived risk are not the markets with the highest rates of cyber crime.
Over 1 Billion Consumers* Have Ever Been the Victim of a Cyber Crime; More Than 800 Million in the Last Year Alone

Global 16
Country Total: 1.2 billion ever 867.2 million in the last year

*In 16 countries
On Average, Past Year Cyber Crime Victims Spent 6 Hours Resolving Issues and Nearly 2 in 5 Were Impacted Financially*

Globally, those who experienced cyber crime in the past year spent an average of 6 hours resolving it.

Almost 1 in 3 needed a week or more to resolve the issue:

- Less than one day: 36%
- 1 to 6 days: 27%
- 1 week or more/not resolved: 30%
- No resolution required: 7%

Report losses or theft due to cyber crime:

- 38% of victims reported losses or theft due to cyber crime.

*Includes money lost or stolen, money that was stolen and returned, and money used to resolve the issue or repair/replace impacted device(s)
Past Year Cyber Crime Victims in the UAE Suffered the Most Financially and In Time Lost; Resolution Tended to Be Least Costly in Japan

<table>
<thead>
<tr>
<th>Hours Spent Resolving Cyber Crime by Country</th>
<th>Australia</th>
<th>Brazil</th>
<th>Canada</th>
<th>China</th>
<th>France</th>
<th>Germany</th>
<th>Hong Kong</th>
<th>Italy</th>
<th>Japan</th>
<th>Mexico</th>
<th>Netherlands</th>
<th>New Zealand</th>
<th>Taiwan</th>
<th>UAE</th>
<th>UK</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average</td>
<td>6.6</td>
<td>7.6</td>
<td>3.8</td>
<td>6.8</td>
<td>4.2</td>
<td>5.0</td>
<td>4.5</td>
<td>6.4</td>
<td>9.6</td>
<td>7.1</td>
<td>4.4</td>
<td>5.1</td>
<td>4.9</td>
<td>11.4</td>
<td>5.5</td>
<td>3.1</td>
</tr>
<tr>
<td>Median</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>% Who Spent A Week or More Resolving/Have Still Not Resolved Cyber Crime by Country</th>
<th>Australia</th>
<th>Brazil</th>
<th>Canada</th>
<th>China</th>
<th>France</th>
<th>Germany</th>
<th>Hong Kong</th>
<th>Italy</th>
<th>Japan</th>
<th>Mexico</th>
<th>Netherlands</th>
<th>New Zealand</th>
<th>Taiwan</th>
<th>UAE</th>
<th>UK</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>31%</td>
<td>26%</td>
<td>28%</td>
<td>33%</td>
<td>24%</td>
<td>32%</td>
<td>33%</td>
<td>27%</td>
<td>24%</td>
<td>23%</td>
<td>32%</td>
<td>32%</td>
<td>20%</td>
<td>36%</td>
<td>38%</td>
<td>37%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>% Who Lost, Spent or Had Money Stolen Due to Cyber Crime* by Country</th>
<th>Australia</th>
<th>Brazil</th>
<th>Canada</th>
<th>China</th>
<th>France</th>
<th>Germany</th>
<th>Hong Kong</th>
<th>Italy</th>
<th>Japan</th>
<th>Mexico</th>
<th>Netherlands</th>
<th>New Zealand</th>
<th>Taiwan</th>
<th>UAE</th>
<th>UK</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>38%</td>
<td>42%</td>
<td>37%</td>
<td>35%</td>
<td>35%</td>
<td>33%</td>
<td>25%</td>
<td>39%</td>
<td>14%</td>
<td>45%</td>
<td>35%</td>
<td>31%</td>
<td>25%</td>
<td>59%</td>
<td>44%</td>
<td>40%</td>
</tr>
</tbody>
</table>

*Average has been trimmed to remove outliers
Large Majority Take Some Action to Protect Against Cyber Threats, but May be Missing Critical Steps For Comprehensive Protection

Steps Taken To Protect Against Threats or Attacks Against Devices, Identity, and Home Wi-Fi Network

(Global Total)

- Do not share passwords with others: 80% (cyber crime victims) vs 74% (non-cyber crime victims)
- Do not open files, attachments or links from sources I did not trust or that looked suspicious: 79% (cyber crime victims) vs 73% (non-cyber crime victims)
- Limit information shared on social media: 82% (cyber crime victims) vs 77% (non-cyber crime victims)
- Secure my home router with password protection: 77% (cyber crime victims) vs 77% (non-cyber crime victims)
- Keep all of my software, applications, operating systems, and browsers updated: 73% (cyber crime victims) vs 73% (non-cyber crime victims)
- Use settings to keep my personal information private on social media: 69% (cyber crime victims) vs 67% (non-cyber crime victims)
- Use unique passwords for all of my online accounts and devices: 64% (cyber crime victims) vs 63% (non-cyber crime victims)
- Use free anti-virus software: 60% (cyber crime victims) vs 60% (non-cyber crime victims)
- Do not use public Wi-Fi: 51% (cyber crime victims) vs 52% (non-cyber crime victims)
- Use paid anti-virus software: 41% (cyber crime victims) vs 39% (non-cyber crime victims)
- Use an identity theft protection service [US ONLY]: 36% (cyber crime victims) vs 30% (non-cyber crime victims)
- Use a virtual private network (VPN) to encrypt information sent to and from my devices: 16% (cyber crime victims) vs 21% (non-cyber crime victims)
- Something else: 13% (cyber crime victims) vs 26% (non-cyber crime victims)
Smart Devices: Ownership And Knowledge
Half of Consumers Own a Smart Home Device, Most Commonly a Smart TV; Ownership Is Highest in UAE and Lowest in Japan

Smart Home Devices Owned (Global Total)

- **50%** own a smart home device
- **39%** Smart TV
- **12%** Smart Speaker/Home Assistant
- **9%** Smart Camera
- **8%** Smart Refrigerator
- **7%** Smart Lighting
- **7%** Smart Thermostat
- **5%** Smart Door Locks
- **3%** Other
- **50%** I do not own any smart home devices

% Who Have Not Done Anything by Country

<table>
<thead>
<tr>
<th>Country</th>
<th>Australia</th>
<th>Brazil</th>
<th>Canada</th>
<th>China</th>
<th>France</th>
<th>Germany</th>
<th>Hong Kong</th>
<th>Italy</th>
<th>Japan</th>
<th>Mexico</th>
<th>Netherlands</th>
<th>New Zealand</th>
<th>Taiwan</th>
<th>UAE</th>
<th>UK</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>48%</td>
<td>56%</td>
<td>47%</td>
<td>63%</td>
<td>38%</td>
<td>46%</td>
<td>45%</td>
<td>55%</td>
<td>13%</td>
<td>58%</td>
<td>53%</td>
<td>47%</td>
<td>45%</td>
<td>80%</td>
<td>57%</td>
<td>57%</td>
</tr>
</tbody>
</table>

countries above global average for smart TV ownership
Smart Devices May Be Outsmarting Their Owners as Significant Minority Don’t Know that Devices Can Be Hacked

**FALSE**

26% of Consumers Globally Believe This to be True

3 in 10 smart device owners (30%) don’t know that their smart devices can be hacked!

% Incorrect by Country

<table>
<thead>
<tr>
<th>Country</th>
<th>Incorrect %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>21%</td>
</tr>
<tr>
<td>Brazil</td>
<td>34%*</td>
</tr>
<tr>
<td>Canada</td>
<td>22%</td>
</tr>
<tr>
<td>China</td>
<td>27%</td>
</tr>
<tr>
<td>France</td>
<td>27%</td>
</tr>
<tr>
<td>Germany</td>
<td>15%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>27%</td>
</tr>
<tr>
<td>Italy</td>
<td>35%*</td>
</tr>
<tr>
<td>Japan</td>
<td>19%</td>
</tr>
<tr>
<td>Mexico</td>
<td>33%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>19%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>18%</td>
</tr>
<tr>
<td>Taiwan</td>
<td>30%</td>
</tr>
<tr>
<td>UAE</td>
<td>39%*</td>
</tr>
<tr>
<td>UK</td>
<td>23%</td>
</tr>
<tr>
<td>US</td>
<td>25%</td>
</tr>
</tbody>
</table>

*Though still a minority, those in the UAE, Italy, and Brazil are most likely to not be aware that smart devices can be hacked!"
More than 4 in 10 Smart Door Lock Users are Unaware that Someone Can Gain Unauthorized Access and Break In

70% Of Global Consumers Know This

30% Do Not Including

44% Of Smart Lock Owners

% Incorrect by Country

Australia 23%
Brazil 38%
Canada 20%
China 66%*
France 35%
Germany 21%
Hong Kong 37%
Italy 33%
Japan 21%
Mexico 32%
Netherlands 28%
New Zealand 21%
Taiwan 23%
UAE 39%
UK 28%
US 22%

*Those in China are most likely to be unaware that someone can gain unauthorized access to smart door locks.
Consumers are Unaware that Unauthorized Access to One’s Email Account Could Lead To Access To All Linked Devices

If someone gains unauthorized access to an email account, all the devices that are linked to that email could be accessed.

75% Of Consumers Globally Know This

25% Do Not

% Incorrect by Country

- Australia: 16%
- Brazil: 23%
- Canada: 17%
- China: 52%*
- France: 23%
- Germany: 28%
- Hong Kong: 29%
- Italy: 33%
- Japan: 17%
- Mexico: 26%
- Netherlands: 28%
- New Zealand: 18%
- Taiwan: 16%
- UAE: 35%
- UK: 20%
- US: 20%

*Those in China are least likely to know how vulnerable linked devices may be
Consumers Are Unaware that Someone Can Gain Unauthorized Access To Smart Baby Monitors

Someone Can Gain Unauthorized Access To Smart Baby Monitors To Spy On Children

3 in 10

% Incorrect by Country

- Australia: 24%
- Brazil: 45%
- Canada: 24%
- China: 63%
- France: 34%
- Germany: 22%
- Hong Kong: 33%
- Italy: 37%
- Japan: 21%
- Mexico: 36%
- Netherlands: 26%
- New Zealand: 28%
- Taiwan: 20%
- UAE: 36%
- UK: 32%
- US: 23%

*Again, those in China are most likely to be unaware that devices can be accessed
Demographics
Global Demographics

Age

- Gen Z (18-21): 6%
- Millennials (22-38): 32%
- Gen X (39-53): 26%
- Boomers (54-72): 32%
- Seniors (73+): 4%

Gender

- Male: 50%
- Female: 50%

Parent Status

- Parent: 57%
- Not parent: 41%
- Decline to answer: 2%
Appendix
In All 16 Countries, Detecting Malicious Software Was the Most Common Cyber Crime Experienced in the Past 12 Months

Top 3 Cyber Crimes Experienced in Past 12 Months by Country

1. Malicious software
2. Unauthorized social media access
3. Unauthorized email access

AU

1. Malicious software
2. Unauthorized bank access
3. Unauthorized email access

BR

1. Malicious software
2. Unauthorized social media access
3. Unauthorized social media access

CA

1. Malicious software
2. Data breach of personal info
3. Unauthorized social media access

CN

1. Malicious software
2. Unauthorized access to Wi-Fi network
3. Unauthorized email access

FR

1. Malicious software
2. Unauthorized email access
3. Unauthorized social media access

DE

1. Malicious software
2. Unauthorized email access
3. Unauthorized social media access

HK

1. Malicious software
2. Unauthorized email access
3. Threaten of sensitive photo/video release

IT

1. Malicious software
2. Unauthorized email access
3. Unauthorized social media access

JP

1. Malicious software
2. Unauthorized social media access
3. Unauthorized access to Wi-Fi network

MX

1. Malicious software
2. Unauthorized social media access
3. Unauthorized email access

NL

1. Malicious software
2. Unauthorized social media access
3. Unauthorized email access

NZ

1. Malicious software
2. Personal info stolen online
3. Unauthorized social media access

TW

1. Malicious software
2. Unauthorized access to Wi-Fi network
3. Unauthorized email access

UAE

1. Malicious software
2. Data breach of personal info
3. Unauthorized email access

UK

1. Malicious software
2. Unauthorized email access
3. Unauthorized social media access

US

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Most Popular Cyber Defense Actions Vary Across Countries, But Not Opening Suspicious Files/Links and Not Sharing Passwords Consistently Top the List

<table>
<thead>
<tr>
<th>Country</th>
<th>1. Do not share passwords</th>
<th>2. Do not open suspicious files</th>
<th>3. Limit social media sharing</th>
</tr>
</thead>
<tbody>
<tr>
<td>AU</td>
<td>Password on home router</td>
<td>Do not open suspicious files</td>
<td>Limit social media sharing</td>
</tr>
<tr>
<td>BR</td>
<td>Do not share passwords</td>
<td>Limit social media sharing</td>
<td>Do not open suspicious files</td>
</tr>
<tr>
<td>CA</td>
<td>Do not open suspicious files</td>
<td>Do not share passwords</td>
<td>Limit social media sharing</td>
</tr>
<tr>
<td>CN</td>
<td>Do not open suspicious files</td>
<td>Do not share passwords</td>
<td>Limit social media sharing</td>
</tr>
<tr>
<td>FR</td>
<td>Do not share passwords</td>
<td>Do not open suspicious files</td>
<td>Limit social media sharing</td>
</tr>
<tr>
<td>DE</td>
<td>Do not share passwords</td>
<td>Do not open suspicious files</td>
<td>Limit social media sharing</td>
</tr>
<tr>
<td>HK</td>
<td>Limit social media sharing</td>
<td>Do not open suspicious files</td>
<td>Password on home router</td>
</tr>
<tr>
<td>JP</td>
<td>Do not share passwords</td>
<td>Do not open suspicious files</td>
<td>Password on home router</td>
</tr>
<tr>
<td>MX</td>
<td>Limit social media sharing</td>
<td>Do not open suspicious files</td>
<td>Password on home router</td>
</tr>
<tr>
<td>NL</td>
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</tr>
<tr>
<td>NZ</td>
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</tr>
<tr>
<td>TW</td>
<td>Limit social media sharing</td>
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<tr>
<td>UAE</td>
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<tr>
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</tr>
<tr>
<td>US</td>
<td>Do not share passwords</td>
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<td>Limit social media sharing</td>
</tr>
</tbody>
</table>

Top 3 Steps Taken to Protect Devices, Identity, or Wi-Fi Networks by Country
Consumers Believe It Is Likely That They Will Experience Cyber Crime in the Next Year

What is Your Likelihood of Experiencing Cyber Crime in the Next Year? (% at least somewhat likely; Global Total)

- Get the flu: 64%
- Lose my mobile phone: 42%
- Get a flat tire: 37%
- Get food poisoning: 26%
- Have my home burglarized: 19%
- Win the lottery: 18%
- Get struck by lightning: 9%
- None of these: 5%

Which of the Following are You More Likely to Experience than Cyber Crime?

- (Global Total)
Half of Parents With Children Ages 5-17 Report That Their Child Has Had a Negative Online Experience, Including Downloading a Malicious Program or Virus or Found Them Looking at Inappropriate Content

Children’s Online Experiences  (Global Total; Parents of 5-17 Year Olds)

- **49%** have had something negative happen to their child(ren) online
- **24%** Downloaded a malicious program or virus
- **23%** Found them looking at inappropriate content
- **14%** Shared personal information with strangers
- **13%** Been bullied or harassed
- **11%** Their personal information was exposed in a data breach
- **51%** None of these