Cyber Safety Insights Report United States (US) Results

Prepared by The Harris Poll
Survey Method

The research was conducted online in the United States by The Harris Poll on behalf of Norton™ LifeLock™ among 1,004 adults aged 18+ between October 9-30, 2018. Data are weighted where necessary by age, gender, race/ethnicity, education, employment, household income, region, marital status, household size, and internet usage to bring them in line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents’ propensity to be online. No estimates of theoretical sampling error can be calculated.

Figures on identity theft incidence 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.

Cyber crime is defined as having personally experienced a crime committed with devices over the internet, including, but not limited to, detecting unauthorized access on an online account, learning information was exposed in a data breach, and detecting malicious software on a device. Please note, this definition is different than the definition used in past research.
Key Findings
Cyber Crime
Which of the following you are more likely to experience than cyber crime?

- I am equally or more likely to experience cyber crime: 85%
- I am more likely to have my home burglarized: 15%

Other options with their respective percentages:
- I am more likely to get the flu: 38%
- I am more likely to get a flat tire: 36%
- I am more likely to lose my mobile phone: 34%
- I am more likely to get food poisoning: 18%
- I am more likely to win the lottery: 9%
- I am more likely to get struck by lightning: 7%
Majority of Americans Expect to Experience Cyber Crime in Next 12 Months

65% Expect to Experience in Next 12 Months

(% At least somewhat likely to experience cyber crime in the next year)
Have Ever Experienced a Cyber Crime

59% Impacting nearly 152 million US consumers

Experienced in the Past 12 Months

41% Impacting over 105 million US consumers in the past year
Top 3 Cyber Crimes Ever Experienced

- Detected malicious software on a computer, Wi-Fi network, smartphone, tablet, smart home, or other connected device: 26%
- Learned your personal information was exposed in a data breech: 20%
- Detected unauthorized access on an email account: 14%

Past Year Impact of Cyber Crime
(among past 12 month victims)

Average number of hours spent resolving: 3.1*

For an estimated
324.2 million hours lost

An estimated
$11.3 billion
was lost to cyber crime

Almost 2 in 5 needed a week or more to resolve the issue.
Consumers are more alarmed than ever, but also willing to accept certain risks

- I am more alarmed than ever about my privacy: 72% Strongly agree, 42% Somewhat agree
- I accept certain risks to my online privacy to make my life more convenient: 66% Strongly agree, 49% Somewhat agree

Consumers want to do more to protect their privacy, but many don’t know how

- I want to do more to protect my privacy: 84% Strongly agree, 43% Somewhat agree
- I don’t know how to protect my privacy: 43% Strongly agree, 11% Somewhat agree

Consumers are more alarmed than ever, but also willing to accept certain risks.
Consumers Don’t Have a Lot of Trust in Providers to Protect Personal Information

Trust in Managing and Protecting Personal Information
(% trust a lot)

- Healthcare providers/institutions: 27%
- Financial institutions: 25%
- Retailers/Online shopping sites: 17%
- Government: 12%
- Social media providers: 6%

28% of those with a social media account have deleted one due to privacy concerns in the past 12 months.
Consumers view data protection as a right – not a privilege

% Not Willing to Pay Organizations to Ensure Protection of Personal Information

- Social media providers: 72%
- Retailers/Online shopping sites: 58%
- Healthcare providers/institutions: 57%
- Financial institutions: 56%
Many US Consumers Are Willing to Sell (Or Give Away) Certain Personal Information

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

<table>
<thead>
<tr>
<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></td>
<td></td>
</tr>
<tr>
<td>need to be paid</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>would not sell</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>45%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>36%</td>
<td></td>
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<tr>
<td></td>
<td>45%</td>
<td></td>
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<tr>
<td></td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>57%</td>
<td></td>
</tr>
</tbody>
</table>
Steps Taken to Protect Personal Information/Online Activities

86% have taken at least one step

- Cleared or disabled cookies: 45%
- Limited information shared on social media: 44%
- Read the Terms & Conditions in full before installing or downloading a device or service: 36%
- Stopped using public Wi-Fi: 33%
- Changed default privacy settings on devices: 32%
- Used an identity theft protection service: 24%
- Used something other than full name for social media profiles: 21%
- Used anonymous payment methods: 15%
- Used an encrypted email service: 13%
- Used a virtual private network (VPN) to encrypt information sent to and from devices: 13%
- Other: 3%
- I have not done anything: 14%

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Younger generations are more inclined to take action on social media accounts.

Those with a social media account who deleted one in the past 12 months due to privacy concerns:

- 18-38 years: 33%
- 39-53 years: 31%
- 54+ years: 20%

However, younger generations are more likely than older generations to be willing to sell or give away their personal information:

- Search History:
  - 18-34 years: 67%
  - 39-53 years: 58%
  - 54+ years: 42%

- Location:
  - 18-34 years: 63%
  - 39-53 years: 62%
  - 54+ years: 44%

- ID Information:
  - 18-34 years: 54%
  - 39-53 years: 45%
  - 54+ years: 45%
Control is at the heart of our privacy paradox

Importance In Requiring That Companies & Organizations Give Consumers…”

- **Absolutely Essential**
  - a way to report misuse of their personal data: 51%
  - the right to find out how their personal data is being used: 50%
  - the right to request that their personal data is erased: 46%
  - the ability to control how their personal data is being used: 49%

- **Very Important**
  - a way to report misuse of their personal data: 28%
  - the right to find out how their personal data is being used: 27%
  - the right to request that their personal data is erased: 29%
  - the ability to control how their personal data is being used: 28%

- **Somewhat Important**
  - a way to report misuse of their personal data: 15%
  - the right to find out how their personal data is being used: 16%
  - the right to request that their personal data is erased: 18%
  - the ability to control how their personal data is being used: 16%
Children and Identity Theft
Nearly 1 in 4 have ever experienced identity theft, with over 13 million impacted in the past year.

- **Have Ever Experienced Identity Theft**: 23%
  - Impacting over 59 million US consumers

- **Experienced Identity Theft in the Past 12 Months**: 5%
  - Impacting over 13 million US consumers in the past year
Most characterize identity theft as an ‘adult problem’

62% of Parents of Minors Don’t Know That Children Under 18 Are at Risk

Parents’ Concern That Their Child Will Experience Identity Theft…
(among parents of minors)

- Very concerned: 21%
- Somewhat concerned: 38%
- Not very concerned: 31%
- Not at all concerned: 21%

68% Concerned (Net)
Because of an action their child(ren) has taken

67% Concerned (Net)
Because of an action they have taken

65% Concerned (Net)
Because of an action they have not taken

Steps Parents Have Taken to Protect Child’s Identity
(among parents of minors)

- Don’t provide their social security number: 46%
- Limit the amount of information I post about them on social media: 44%
- Limit their access to certain websites and apps: 40%
- Limit the amount of information they can post on social media: 39%
- Review and approve all the apps they download: 32%
- Check to see if a credit rating was established using their name: 22%
- Have identity theft protection for them: 22%
- Freeze their credit report: 18%
- Other: 3%
- Nothing: 13%

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Smart Devices
Over Half of US Consumers Own a Smart Home Device; Risks of Unauthorized Access Are Fairly Well Known

25% of consumers don’t know that smart devices can be hacked

Interestingly, those who own a smart home device are more likely than those who don’t to believe that smart devices can’t be hacked

57% of consumers own a smart home device

Smart Home Devices Owned

<table>
<thead>
<tr>
<th>Device</th>
<th>Ownership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smart TV</td>
<td>38%</td>
</tr>
<tr>
<td>Smart Speaker/Home</td>
<td>21%</td>
</tr>
<tr>
<td>Smart Thermostat</td>
<td>12%</td>
</tr>
<tr>
<td>Smart Camera</td>
<td>12%</td>
</tr>
<tr>
<td>Smart Lighting</td>
<td>7%</td>
</tr>
<tr>
<td>Smart Door Locks</td>
<td>5%</td>
</tr>
<tr>
<td>Smart Refrigerator</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
<tr>
<td>I do not own any smart...</td>
<td>43%</td>
</tr>
</tbody>
</table>

Smart Home Device Facts (% Answered Correctly)

- 77% of consumers can gain unauthorized access to smart baby monitors to spy on children
- 78% of consumers can gain unauthorized access to a smart door lock and break into a home
- 80% of consumers can gain unauthorized access to an email account, all the devices that are linked to that email could be accessed
Appendix
How much money would a company need to pay you per month in order to have access to the following types of personal information?
How much would you be willing to pay per month to each of the following to ensure your personal information is protected?

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Willing to Pay</th>
<th>Somewhat Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Providers</td>
<td>16%</td>
<td>72%</td>
</tr>
<tr>
<td>Retailers/Online Shopping Sites</td>
<td>22%</td>
<td>58%</td>
</tr>
<tr>
<td>Healthcare Institutions</td>
<td>21%</td>
<td>57%</td>
</tr>
<tr>
<td>Financial Institutions</td>
<td>23%</td>
<td>56%</td>
</tr>
</tbody>
</table>

- 2% willing to pay 0 USD
- 3% willing to pay 1-10 USD
- 7% willing to pay 11-20 USD
- 8% willing to pay 21-30 USD
- 7% willing to pay 31+ USD

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