2017 Norton Cyber Security Insights Report Global Results
Key Findings
Key Findings

• When it comes to cybersecurity, consumers are overconfident in their security prowess, leaving them vulnerable and enabling cybercriminals to up the ante this year, which has resulted in record attacks

• Cybercrime victims share common traits: they are everyday consumers who express confidence and use multiple devices whether at home or on the go, but they have a blind spot when it comes to the basics

• Ransomware continues to wreak havoc: despite paying up, many don’t get their digital life back

• Consumers’ boundaries skewed between cybercrime and “real life”

• With last year’s headline cyberattacks, consumer trust varies in regards to the institutions that manage their data and personal information
Cybercrime by the Numbers
Within the last year, more than 978 million adults in 20 countries globally experienced cybercrime

Adult population of 20 countries - 3.1B

Adult population in the UK – 52M

Online population (57%) – 1.8B

Online population (95%) – 49M

Experienced Cybercrime – 978M

Experienced Cybercrime (35%) – 17.4M

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35% of UK consumers have personally experienced cybercrime in the past year

Events experienced in the past year (among those who have ever been impacted by cybercrime)

- Had others use your home Wi-Fi without permission: 42%
- Clicked on a fraudulent email or provided sensitive (personal/financial) information: 37%
- Had payment information stolen from your phone: 35%
- Had a device computer/tablet/phone infected by a virus or other security threat: 32%
- Made a purchase online that turned out to be a scam: 32%
- Had an account password compromised: 32%
- Detected unusual activity on your home Wi-Fi network: 29%
- Unauthorized access to or hacking of your email or social network profile: 28%
- Fell for a technical support scam: 28%
- Experienced a ransomware attack: 22%
- Had your financial information compromised as a result of shopping online: 22%
- Had someone gain unauthorized access to a smart home device: 22%
- Received a phone call or text that resulted in malware being downloaded to your phone: 17%
- Been a victim of identity theft: 14%
- My location-based information was accessed without my permission: 13%
- Lost a job or a promotion due to a social media posting you did not post: 9%

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The total financial cost of cybercrime in the UK totaled more than $6B (£4.6B) in the past year, compared to $172B (£130B) globally.

At least 73% of UK consumers’ reported financial loss was not reimbursed.

Total losses per country. Figures represented in billions (USD):

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The average cybercrime victim in the UK spent 14.8 hours (nearly two working days) dealing with the aftermath

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<td>22.0</td>
<td>47.9</td>
<td>14.8</td>
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</tbody>
</table>

The average global cybercrime victim spent 23.6 hours (nearly three full work days)
British consumers emphasize the importance of online security

- Protect me from malicious sites or files: 85%
- Keep my online activity and personal information private: 84%
- Protect my mobile devices from viruses, malicious apps and suspicious text messages: 84%
- Monitor and restore my identity if it is stolen: 81%
- Manage all my passwords: 79%
- Protect my entire home network, not just individual devices, from threats: 78%
- Secure my Wi-Fi connections outside of the home: 73%
- Protect the files, photos and videos I have on cloud services: 58%

PROTECTION from malicious threats is the biggest concern
Yet, one in four store their passwords insecurely and one in six use the same password for all accounts.

- I use a technique to remember different passwords: 38%
- I use different passwords and write them down on a piece of paper: 26%
- I use the same password for all my accounts: 17%
- I use different passwords and have them in a file on my computer or smartphone: 13%
- I use different passwords and have my computer’s web browser save them for me: 13%
- I use different passwords and use a password manager program to store them: 9%
- Other methods: 6%
- I just reset my passwords so I don’t have to remember them: 3%
- I keep/use the default passwords: 1%
Portrait of a Cybercrime Victim
They are technology enthusiasts – more likely to own a connected gaming, home or smart devices than non-cybercrime victims.
They also **shop via mobile when away from home** far more regularly than their crime-free counterparts.
They’re more likely to use the same online password across all accounts and share their online account passwords with others than non-cybercrime victims.

20% of UK cybercrime victims use the same password across their online accounts

12% non-victims

42% of UK cybercrime victims shared their passwords for at least one account with others

20% non-victims
Ransomware Wreaks Havoc
Ransomware Wreaks Havoc: Nearly one in 12 online adults have had their digital files held for ransom

On average, £111 was lost following a ransomware attack

Despite paying up, one in five did not get their digital life back

Regained access to files (60%)

- Did not pay ransom, and was able to regain access to files; 29%
- Paid ransom, and regained access to files; 31%
- Paid ransom, and did not regain access to files; 22%
- Did not pay ransom, and was not able to regain access to files; 18%

Did not regain access to files (40%)

Paid the ransom (53%)
Consumers’ Contradicting Beliefs
Consumers believe cybercrime is wrong and should be treated as a criminal act

- Cybercrime should be treated like any other criminal act: 86%
- Cybercrime is wrong; law enforcement and internet companies should do more to protect us: 84%
- Cybercrime is wrong but all I can do is to protect myself and my family: 73%
- Cybercrime is wrong but it is too difficult to find the attacker: 47%
- Cybercrime is a fact of life and we have to accept it: 31%
- Stealing information online is not as bad as stealing property in 'real life': 21%

Agree (Top 2)
Yet 42 percent believe it’s sometimes or always acceptable to commit questionable online behaviors in certain instances.

- Reading someone else's email without their permission: 28%
- Changing someone's status, posts or comments on social media: 20%
- Sharing things you know are not true on social media: 19%
- Putting software on someone's machine that allows you to spy: 17%
- Using a false email or someone else's email to identify yourself: 17%
- Using a false photo or someone else's photo to identify yourself: 15%
- Accessing someone's financial accounts without their permission: 14%
- Posting inflammatory, threatening or sexually explicit comments: 14%
- Using someone else's credit card without permission to shop or...: 13%
- Sending emails that trick people into giving out personal,...: 13%
- Stealing someone's personally identifiable information: 12%
- Allowing your device to be used to send spam, malware or attack...: 12%
One in five believe stealing information online is not as bad as stealing property in ‘real life’
State of Consumers’ Trust
British consumers’ trust varies when it comes to the institutions that manage their data and personal information.

- **My government**: 45% Lost Trust, 9% Gained Trust
- **Credit report companies that gather information without my consent**: 37% Lost Trust, 10% Gained Trust
- **My social media platform**: 36% Lost Trust, 10% Gained Trust
- **Identity theft protection service providers**: 24% Lost Trust, 13% Gained Trust
- **My email provider**: 20% Lost Trust, 14% Gained Trust
- **Security software**: 19% Lost Trust, 17% Gained Trust
- **My internet service provider**: 19% Lost Trust, 14% Gained Trust
- **My bank or financial institutions**: 17% Lost Trust, 18% Gained Trust
- **My employer**: 15% Lost Trust, 14% Gained Trust
- **Myself**: 13% Lost Trust, 25% Gained Trust

- **Lost Trust (Bottom 2)**: My government, My employer
- **Gained Trust (Top 2)**: Myself, My bank or financial institutions
What to Do?

Stick to the basics. The realities of cybercrime can feel daunting, but practicing basic behaviors, such as proper password hygiene will go a long way. While new technologies such as facial recognition and voice ID are effective, it all starts with basic security measures such as:

- **Craft a strong, unique password** using a phrase that consists of a string of words that are easy for you to memorize, but hard for others to guess. Don’t tie your password to publicly available information as it makes it easier for the bad guys to guess your password. Consider two-factor authentication for an additional layer of security. If you feel overwhelmed, use a password manager to help!

- Using unprotected Wi-Fi can leave your personal data vulnerable to eavesdropping by strangers using the same network, so avoid anything that involves sharing your personal information when connected to an open Wi-Fi network. If you do use public Wi-Fi, consider using a Virtual Private Network (VPN) to secure your connection and help keep your information private.
What to Do?

Stick to the basics. The realities of cybercrime can feel daunting, but practicing basic behaviors, such as proper password hygiene will go a long way. While new technologies such as facial recognition and voice ID are effective, it all starts with basic security measures such as:

● Make it a habit to **change default passwords on all network-connected devices**, like smart thermostats or Wi-Fi routers, during set-up. If you decide not to use Internet features on various devices, such as with smart appliances, **disable or protect remote access as an extra precaution**. Also, **protect your wireless connections with strong Wi-Fi encryption** so no one can easily view the data traveling between your devices.

● **Think twice before opening unsolicited messages or attachments**, particularly from people you don’t know, or clicking on random links.

● **Protect your devices** with a robust, multi-platform security software solution to help protect against the latest threats.
Appendix
About the 2017 Norton Cyber Security Insights Report
About the 2017 Norton Cyber Security Insights Report

The Norton Cyber Security Insights Report is an online survey of 21,549 individuals ages 18+ across 20 markets, commissioned by Norton by Symantec and produced by research firm Reputation Leaders. The margin of error for the total sample is +/- .7%. Data was collected Oct. 5 – Oct. 24, 2017 by Reputation Leaders.

Markets: 20

North America  Canada, USA
Europe & Middle East  France, Germany, Italy, Netherlands, Spain, Sweden, UAE, UK
Asia Pacific  Australia, China, Hong Kong, India, Indonesia, Japan, New Zealand, Singapore
Latin America  Brazil, Mexico
How We Define Cybercrime

The definition of cybercrime continues to evolve, as avenues open up that allow cybercriminals to target consumers in new ways. Each year, we will evaluate current cybercrime trends and update the report’s methodology as needed, to ensure the Norton Cyber Security Insights Report provides an accurate snapshot of the impact of cybercrime as it stands today. In the 2017 Norton Cyber Security Insights Report, a cybercrime is defined as, but not limited to, a number of specific actions, including identity theft, credit card fraud or having your account password compromised. For the purposes of this report, a cybercrime victim is a survey respondent who confirmed one or more of these incidents took place. Visit https://www.symantec.com/about/newsroom/press-kits to learn more.