

2022 Norton Cyber Safety Insights Report Methodology

The research was conducted online by The Harris Poll on behalf of NortonLifeLock among 10,003 adults aged 18+ in 10 countries. The survey was conducted November 15 - December 7, 2021 in Australia (n=1,002), Brazil (n=1,000), France (n=1,001), Germany (n=1,000), India (n=1,000), Italy (n=1,000), Japan (n=1,000), New Zealand (n=1,000), the United Kingdom (n=1,000), and the United States (n=1,000). Data are weighted where necessary to bring them in line with their actual proportions in the population; India and Brazil were weighted to the population of those who are online. Weighted variables varied by country and included one or more of the following: age, gender, race/ethnicity, region, education, marital status, internet usage, household size, household income, urbanicity, and propensity to be online. A global post weight was applied to ensure equal weight of each country in the global total. No estimates of theoretical sampling error can be calculated.