

Norton Cyber Security Insights Report 2016

Global Comparisons



TOP FINDINGS	ITALY	GLOBAL (21 countries)
Total consumers affected by cybercrime in past year	10.2 million (28%)	689.4 million (31%)
Total financial cost of cybercrime in past year	\$1.9 billion (USD)	\$125.9 billion (USD)
Total time lost to cybercrime in past year	11.1 hours	19.7 hours
Those most affected by cybercrime in the past year	Parents: 36% Millennials: 35% Frequent travelers: 34%	Millennials: 40% Parents: 40% Frequent travelers: 40%
Percent who cannot identify a phishing email or have to guess if the email is legitimate	35%	41%
Percent who experienced a negative outcome after responding to a potential phishing email	84%	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 line on a daily basis	31%	39%
Percent believing connected home devices offer hackers new ways to steal data	67%	72%
Percent of consumers who only use secure passwords when required	34%	42%
Percent with at least one unprotected device	43%	35%
Percent confident in their ability to keep personal information safe online	38%	40%
Percent believing it's become harder to stay safe and secure online over the past 5 years	64%	63%
Percent willing to install a third-party program to access free Wi-Fi	24%	21%
According to consumers, those who should be responsible for teaching people to stay safe and secure online	Internet Providers: 59% Media: 54% Tech companies: 53%	Internet Providers: 64% Individuals: 62% Tech companies: 57%