

Norton Cyber Security Insights Report 2016

Global Comparisons



TOP FINDINGS	SWEDEN	GLOBAL (21 countries)
Total consumers affected by cybercrime in past year	1.7 million (20%)	689.4 million (31%)
Total financial cost of cybercrime in past year	\$315.6 million (USD)	\$125.9 billion (USD)
Total time lost to cybercrime in past year	20.4 hours	19.7 hours
Those most affected by cybercrime in the past year	Millennials: 35% Parents: 27% Frequent travelers: 25%	Millennials: 40% Parents: 40% Frequent travelers: 40%
Percent who cannot identify a phishing email or have to guess if the email is legitimate	38%	41%
Percent who experienced a negative outcome after responding to a potential phishing email	66%	80%
Percent who think they know how to determine whether the Wi-Fi network they are using is secure.	34%	48%
Percent who feel overwhelmed about the amount of information they need to protect on a daily basis	34%	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	41%	42%
Percent with at least one unprotected device	38%	35%
Percent confident in their ability to keep personal information safe online	31%	40%
Percent believing it's become harder to stay safe and secure online over the past 5 years	67%	63%
Percent willing to install a third-party program to access free Wi-Fi	13%	21%
According to consumers, those who should be responsible for teaching people to stay safe and secure online	Individuals: 67% Internet Providers: 56% Government: 52%	Internet Providers: 64% Individuals: 62% Tech companies: 57%