## Norton Cyber Security Insights Report 2016

## **Global Comparisons**





| TOP FINDINGS   | USA   | <b>GLOBAL</b><br>(21 countries)   |
|--|---|---|
| Total consumers affected by cybercrime in past year  | 106.6 million (38.5%)   | 689.4 million (31%)   |
| Total financial cost of cybercrime in past year  | \$20.3 billion  | \$125.9 billion (USD)   |
| Total time lost to cybercrime in past year   | 12.8 hours  | 19.7 hours  |
| Most common cybercrimes consumers report ever personally experiencing                                      | Credit card fraud: 22%<br>Account password<br>compromised: 21%<br>Email hacked: 19% | Account password<br>compromised: 18%<br>Email hacked: 16%<br>Mobile device theft: 15% |
| Percent who cannot identify a phishing email or have to guess if the email is legitimate                   | 48%   | 41%   |
| Percentage who experienced a negative outcome after responding to a potential phishing email               | 83%   | 80%   |
| Percent who think they know how to determine whether the Wi-Fi<br>network they are using is secure.        | 46%   | 48%   |
| Respondents are most likely to protect this connected home device  | Home entry/security system:<br>71%  | Home entry/security system:<br>76%  |
| Percent believing connected home devices offer hackers new ways to steal data                              | 76%   | 72%   |
| Percent who think connected home devices are designed with security in mind                                | 65%   | 62%   |
| Percent with at least one unprotected device   | 37%   | 35%   |
| Percent confident in their ability to keep personal information safe online                                | 51%   | 40%   |
| Percent believing it's become harder to stay safe and secure online over the past 5 years                  | 70%   | 63%   |
| Percentage of parents who believe their children are more likely to be bullied online that on a playground | 64%   | 48%   |
| Percent who think children are exposed to more online dangers now than 5 years ago                         | 81%   | 78%   |

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