

2017 Norton Cyber Security Insights Report

Global Comparisons



TOP FINDINGS	Canada	GLOBAL
Total consumers affected by cybercrime in past year	10 million	978 million
Total financial cost of cybercrime in past year	\$1.8 billion (CAD)	\$172 billion (USD)
Total time per consumer lost to cybercrime in past year	10 hours	23.6 hours
Consumers most prone to cybercrime in past year	Millennials 42%	Millennials 60%
Most common cybercrime experienced	Computer virus 53%	Computer virus 53%
Per cent who believe it's sometimes acceptable to engage in morally questionable online behavior	37%	43%
Per cent of cybercrime victims who say reading someone's emails without their consent is sometimes acceptable	23%	31%
Per cent surveyed who have lost trust in their government to manage their data and personal information	38%	41%
Per cent of cybercrime victims who share their passwords for at least one device or account with others	52%	58%
Cybercrime victims who believe accessing someone's financial accounts without their permission is sometimes acceptable	13%	18%
Cybercrime victims who use the same online password across all accounts	15%	20%
Per cent of cybercrime victims who gained trust in themselves to manage their data and personal information	29%	39%
Parents who do not take any action to protect their children online	10%	11%
Percentage of cybercrime victims who use a personal VPN	13%	16%

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.