

2017 Norton Cyber Security Insights Report

Global Comparisons



20 countries

TOP FINDINGS

SWEDEN

GLOBAL

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Total consumers affected by cybercrime in past year	2 million	978 million
Total financial cost of cybercrime in past year	SEK 32 billion (USD \$3.9 billion)	SEK 1.41 trillion (USD \$172B)
Total time per consumer lost to cybercrime in past year	22 hours	23.6 hours
Percent of consumers affected by cybercrime in past year	28%	44%
Most common cybercrime experienced in the past year	Fell for phishing attack 36%	Malware infection 48%
Percent of cybercrime victims who share the password of at least one online account with others	48%	42%
• Versus non-victims	26%	23%
Cybercrime victims who use the same password across all online accounts	19%	20%
• Versus non-victims	15%	16%
Percent of ransomware victims who paid the ransom and did not receive access back to their files	10%	17%
Most costly cybercrime incident for consumers in past year	Credit/debit card fraud SEK 7721 (USD \$944)	Identity theft SEK 6854 (USD \$838)
Percent who believe cybercrime should be treated as a criminal act	78%	81%
Percent who believe the following acts are sometimes acceptable:		
• Stealing someone else's personally identifiable information	10%	15%
• Putting software on someone else's device to spy on them	14%	20%
• Accessing someone else's financial accounts without permission	11%	15%
Percent of cybercrime victims who gained trust in themselves in the past year to manage their data and personal information	36%	39%
Percent who are concerned information they post on social media may help cybercriminals	70%	72%
Percent who believe law enforcement and internet companies should do more to protect consumers	77%	80%

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.