NORTON WI-FI RISK REPORT

Report of Online Survey Results in 15 Global Markets

Research Objective

Norton by Symantec commissioned its second annual online survey, this year expanded to 15 global markets, in order to better understand consumers' public Wi-Fi perceptions and practices and to unveil consumer misconceptions and worries about the safety of these connections.

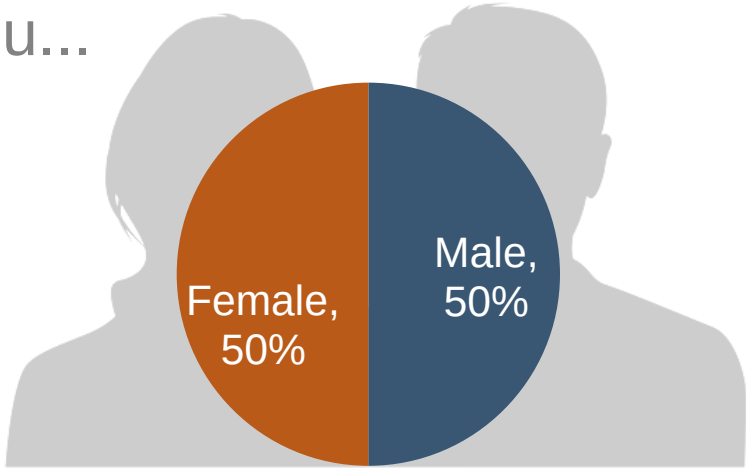
This survey explores consumers' knowledge about the safety of public Wi-Fi connections. While use of public Wi-Fi is nearly universal, most consumers are unaware of the dangers when connecting to public Wi-Fi and continue to put their personal information at risk. The survey's findings provide consumers with much needed context to make better decisions about protecting their personal information while using public Wi-Fi.

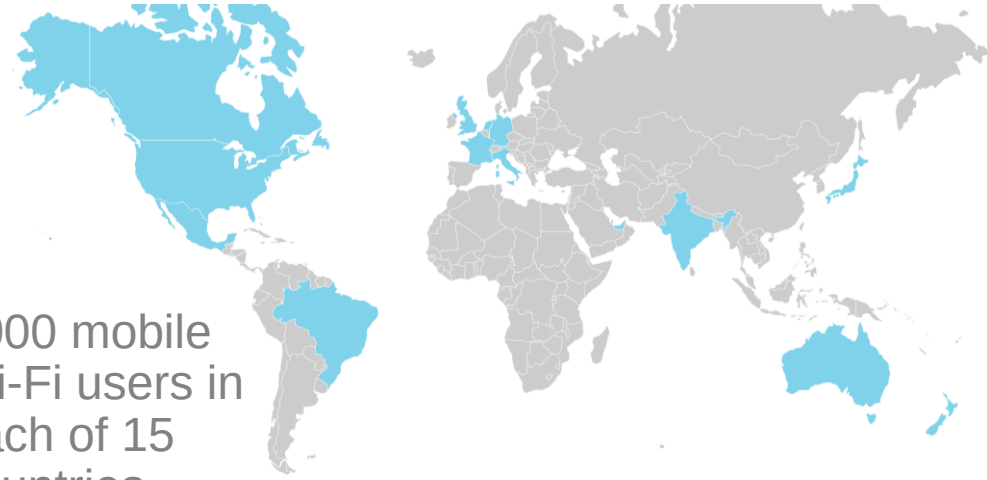
Methodology

- In May 2017, Norton by Symantec surveyed 15,532 mobile device users who had connected to Wi-Fi to discover their attitudes to and behaviors using public Wi-Fi.
- There were at least 1000 respondents from 15 global markets: Australia, Brazil, Canada, France, Germany, India, Italy, Japan, Hong Kong, Mexico, Netherlands, New Zealand, United Arab Emirates, the United Kingdom and USA.
- The research was conducted by Norton by Symantec and Reputation Leaders through international online panel company Research Now. Data was collected from May 18th to June 5th, 2017.
- Quotas and subsequent weighting were applied to ensure that the respondent sample matched the most recent local census data for each market according to age, gender and region.
- The margin of error in total was 0.8% at a 95% confidence level, and 3.1% in each market

Demographics of the study

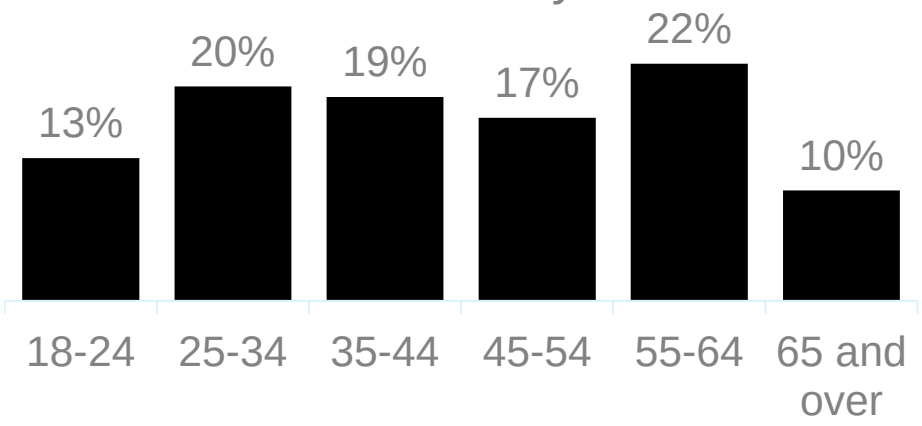
Are you...



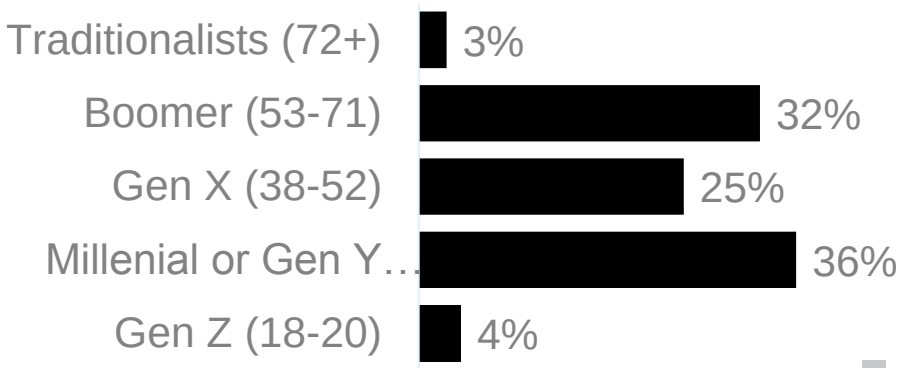


1000 mobile Wi-Fi users in each of 15 countries

How old are you?



Which generation are you?



Key Findings: Global

- **Consumers are unable to resist a strong, free Wi-Fi signal.**
  - More than half of consumers globally (55 percent) wouldn't think twice about exchanging, sharing or even doing something to get a strong Wi-Fi signal.
  - 25 percent have accessed a Wi-Fi network without the Wi-Fi network owner's permission; 8 percent guessed or hacked the password
  - 46 percent of consumers can't wait more than a few minutes before logging onto a Wi-Fi network or asking for the password after arriving at a friend's place, café, hotel or other location.
- **Even when travelling, access to public Wi-Fi is a must.**
  - Respondents say that access to a strong Wi-Fi signal is a deciding factor when choosing the following:
    - A hotel/holiday/hostel rental (71 percent)
    - A transport hub for traveling and/or commuting (46 percent)
    - A place to eat or drink (café, bar, restaurant, etc.) (43 percent)
    - An airline (43 percent)
  - Nearly half (49 percent) of people say the most important reason for having access to strong public Wi-Fi is so they can use Maps, Google Maps or another GPS app to get around.

Key Findings: Global (cont.)

- **Nevertheless, what some people choose to do over public Wi-Fi may surprise you.**
  - One in six people admit to having used public Wi-Fi to watch adult content.
    - Of those who admit to using public Wi-Fi to watch adult content, they've done so in the following locations:
      - Hotel/Airbnb (40 percent)
      - Café/Restaurant (30 percent)
      - Work (29 percent)
      - Airport (25 percent)
      - On the street (24 percent)
      - Train/bus station (18 percent)
      - Public restroom/toilet (16 percent)

Key Findings: Global (cont.)

- **Consumers' dependency on public Wi-Fi is putting their personal information at risk. What someone thinks are private on his or her personal device could easily be accessed by cybercriminals via compromised apps or Wi-Fi networks.**
  - 60 percent feel their personal information is safe when using public Wi-Fi, yet 53 percent can't tell the difference between a secure or unsecure public W-Fi network.
  - 75 percent of consumers don't use a Virtual Private Network (VPN) to secure their Wi-Fi connections, even though it's one of the best ways to protect your information.
  - 87 percent of consumers have potentially put their information at risk while using public Wi-Fi.
- **When consumers think about a hacker or malicious person stealing their personal information and posting it online, emotions run high.**
  - 48 percent would feel horrified if the details of their bank accounts and financial information were posted online.
  - 38 percent would feel angry if their photo library, including intimate, personal and family photos were posted online.
  - 36 percent would be worried if their children's schedule, location or academic details were posted online.
  - 21 percent would be embarrassed if the details of their private chats/texts conversation or closest secrets were posted online.

Key Findings: Global (cont.)

- **Though their actions may say otherwise, consumers are not invincible on public Wi-Fi. But there are ways to better ensure your personal information doesn't get into the wrong hands.**
  - Take Protective Measures: One of the best ways to protection your information online is to use a Virtual Private Network (VPN) from a trusted vendor. VPNs provide a "secure tunnel" that encrypts data being sent and received between your device and the internet.
  - Do HTTPS: Many companies use secure websites — HTTPS (Hypertext Transfer Protocol Secure) — to provide online security. You can tell if a website is secure if it has "https" in its URL and has a small lock symbol next to it. However, even though the website itself might be safe, your personal information is still vulnerable if your network connection isn't secure.
  - Sharing Less Is Best: Think twice before entering any type of personal information – from passwords, to financial details and photos – over public networks. Even if you're not actively sharing the information, your device may be doing so for you. Many devices are programmed to automatically seek connections to other devices on the same network, which could cause your files to be vulnerable. Be sure to disable sharing on your devices to ensure what's yours stays yours.

Detailed Findings

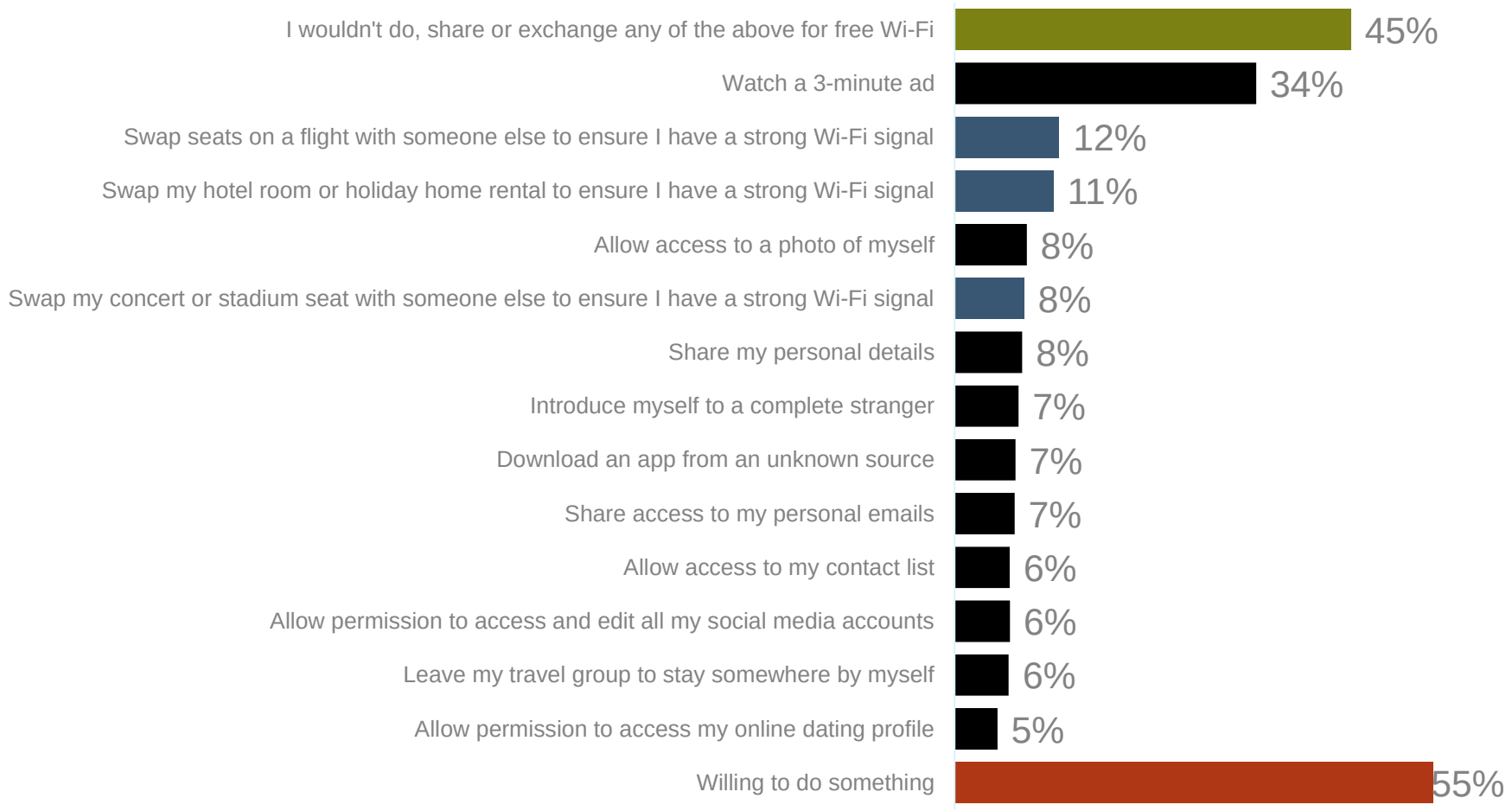
Consumers love free Wi-Fi – 55% wouldn't think twice about exchanging, sharing or even doing something to get a strong, free signal

1 in 3

would be willing to watch a 3-minutes ad

Nearly 1 in 10

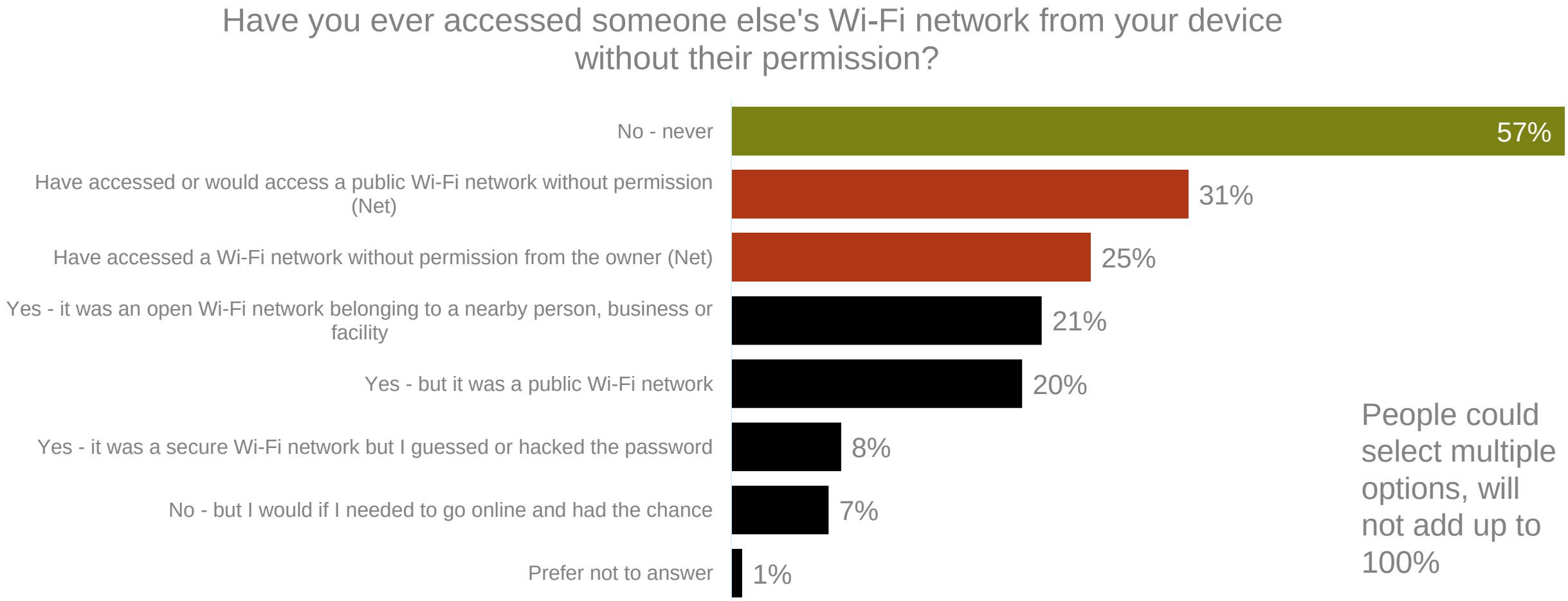
would be willing to share personal details



Asked to all

Q6 What would you be willing to exchange and/or do to secure a free Wi-Fi connection with a strong signal when travelling, on holiday or at a concert or stadium event?

Sometimes they don’t ask – 25% have accessed a Wi-Fi network without the owner’s permission, and 8% guessed or hacked the password

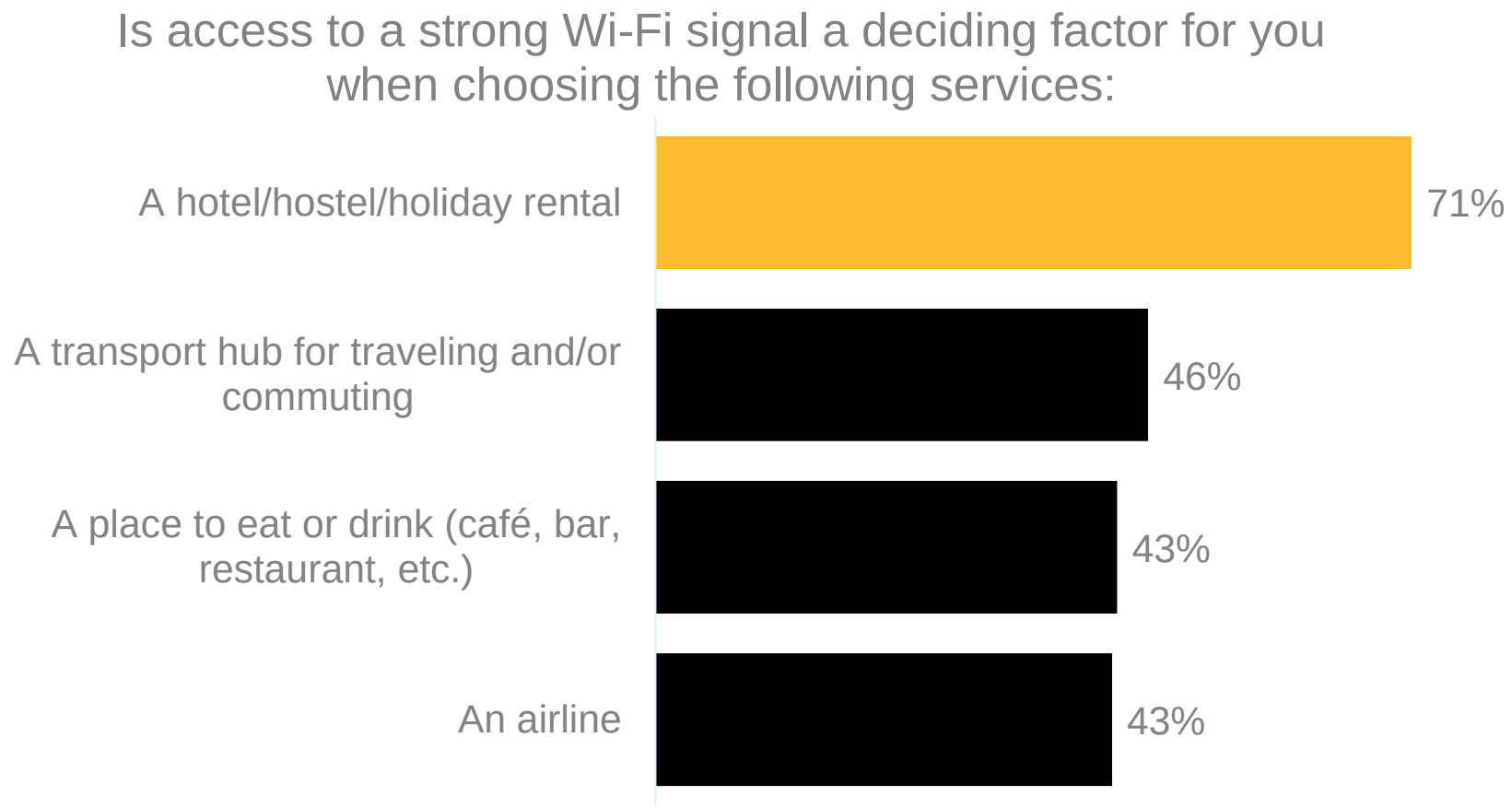


People could select multiple options, will not add up to 100%

Q5 Have you ever accessed someone else's Wi-Fi network from your device without their permission?

Asked to all

Even when travelling, access to public Wi-Fi is a must

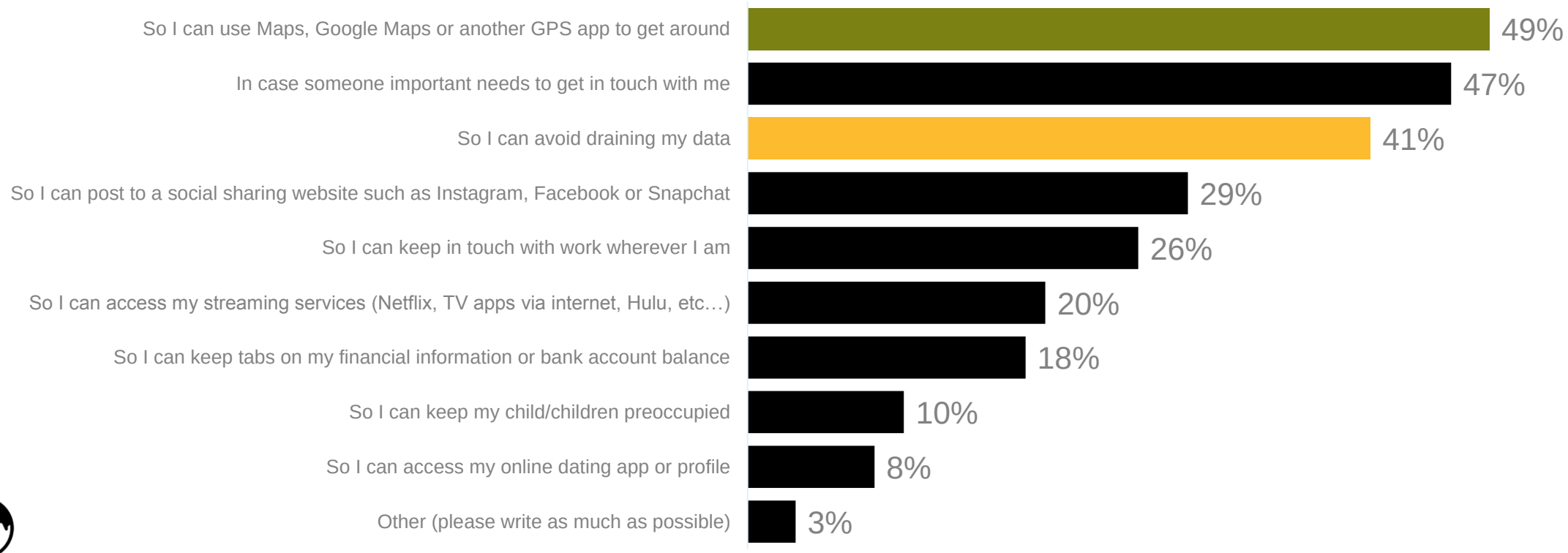


Asked to all

Q14 Is access to a strong Wi-Fi signal a deciding factor for you when choosing the following services

Nearly half say strong public Wi-Fi for Maps or GPS is most important

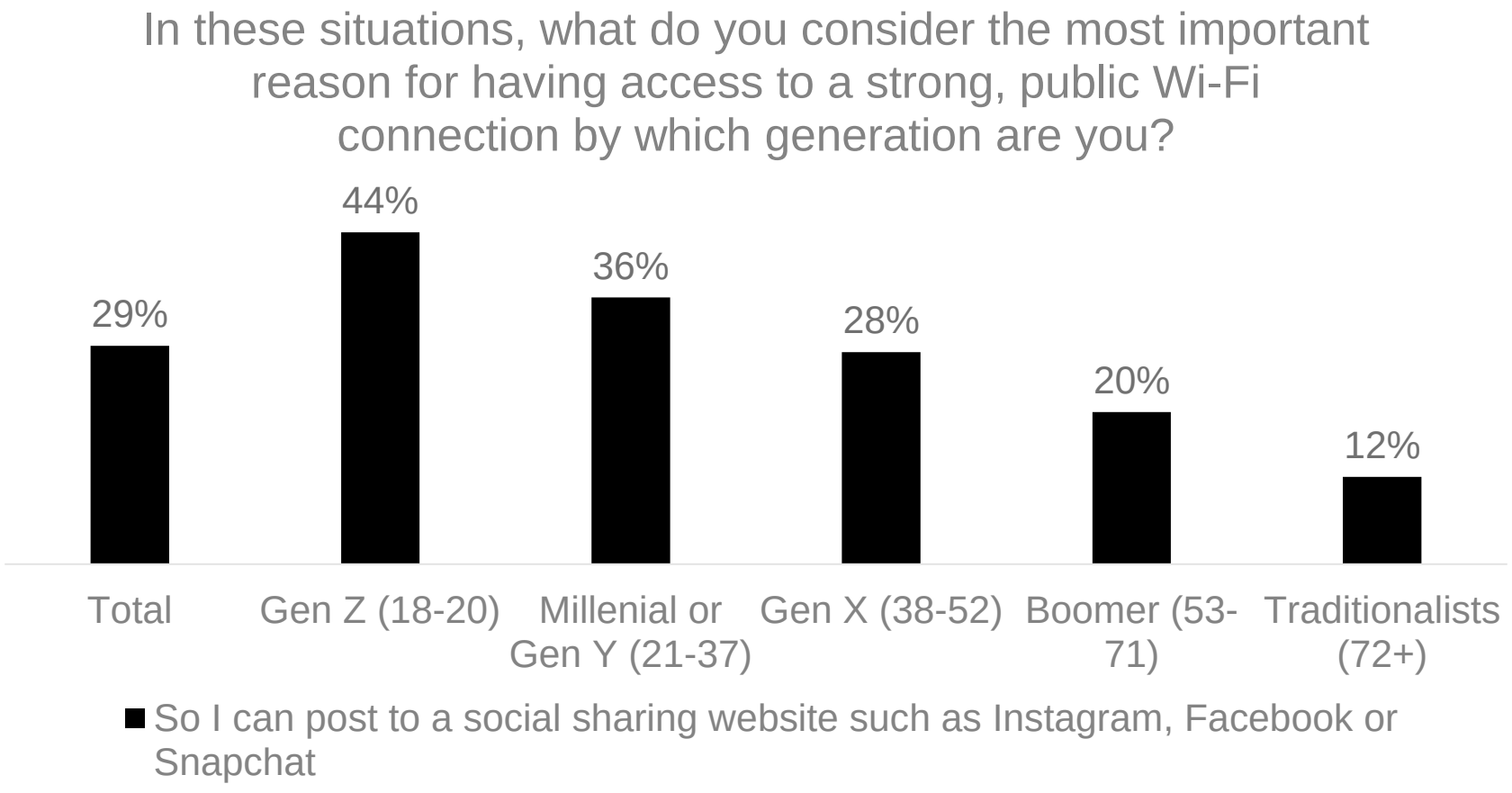
In these situations, what do you consider the most important reason for having access to a strong, public Wi-Fi connection?



Asked to EMEA and Americas

Q7 In these situations, what do you consider the most important reason for having access to a strong, public Wi-Fi connection?

Generations place differing values on Wi-Fi – 44% of Gen Z say the most important reason for public Wi-Fi is to post on social media



Asked to EMEA and Americas

Q7 In these situations, what do you consider the most important reason for having access to a strong, public Wi-Fi connection?

Nevertheless, what people do on public Wi-Fi may surprise you

One in six admit to using public Wi-Fi to watch adult content. They've done so in the following locations:

Hotel/Airbnb

At a friend's

Café/Restaurant

Work

Airport

On the street

Train/bus station

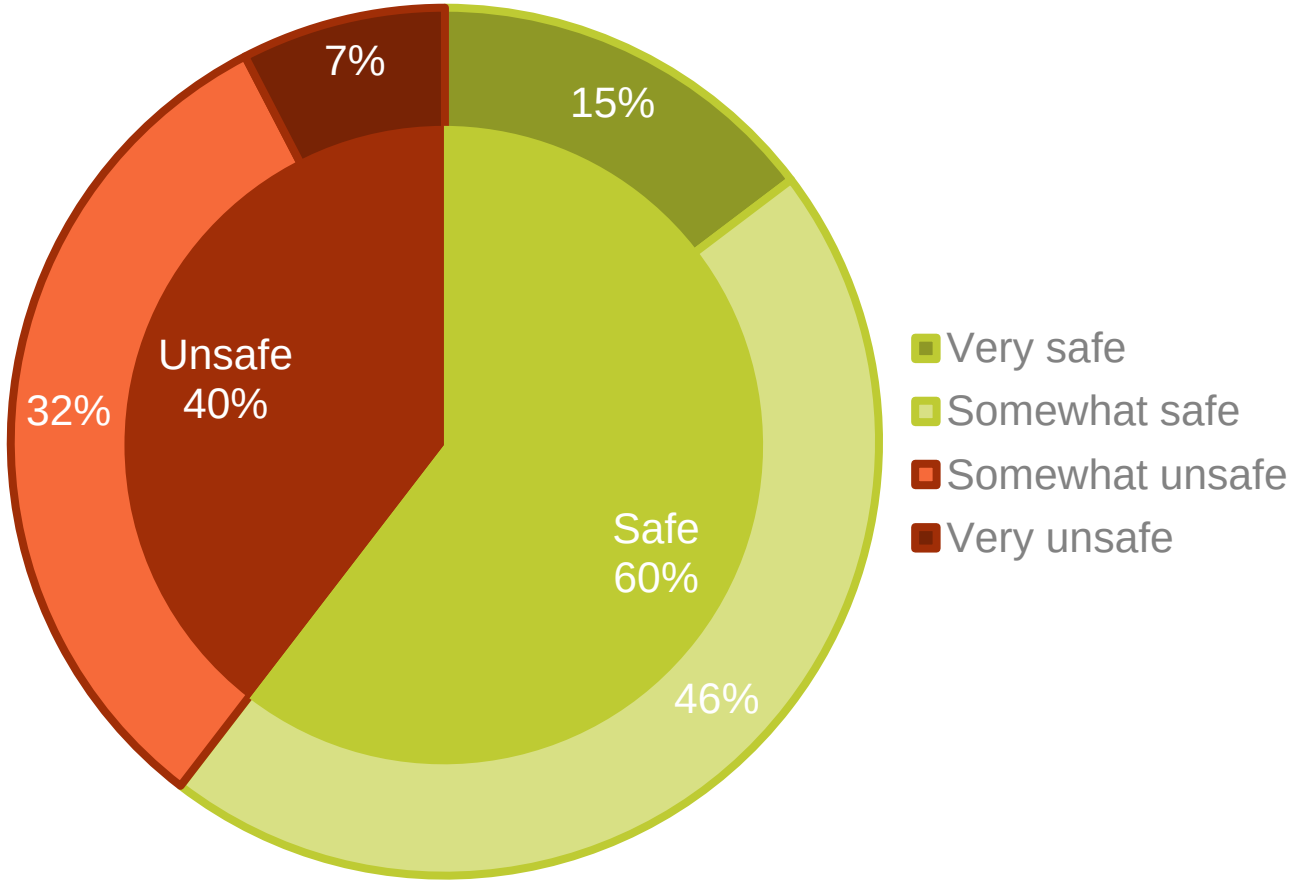
Library

Public toilets

School

However, consumers have a false sense of security – 60% feel their personal information is safe when using public Wi-Fi

One in six (15%) feel their personal information is very safe when using public Wi-Fi connections

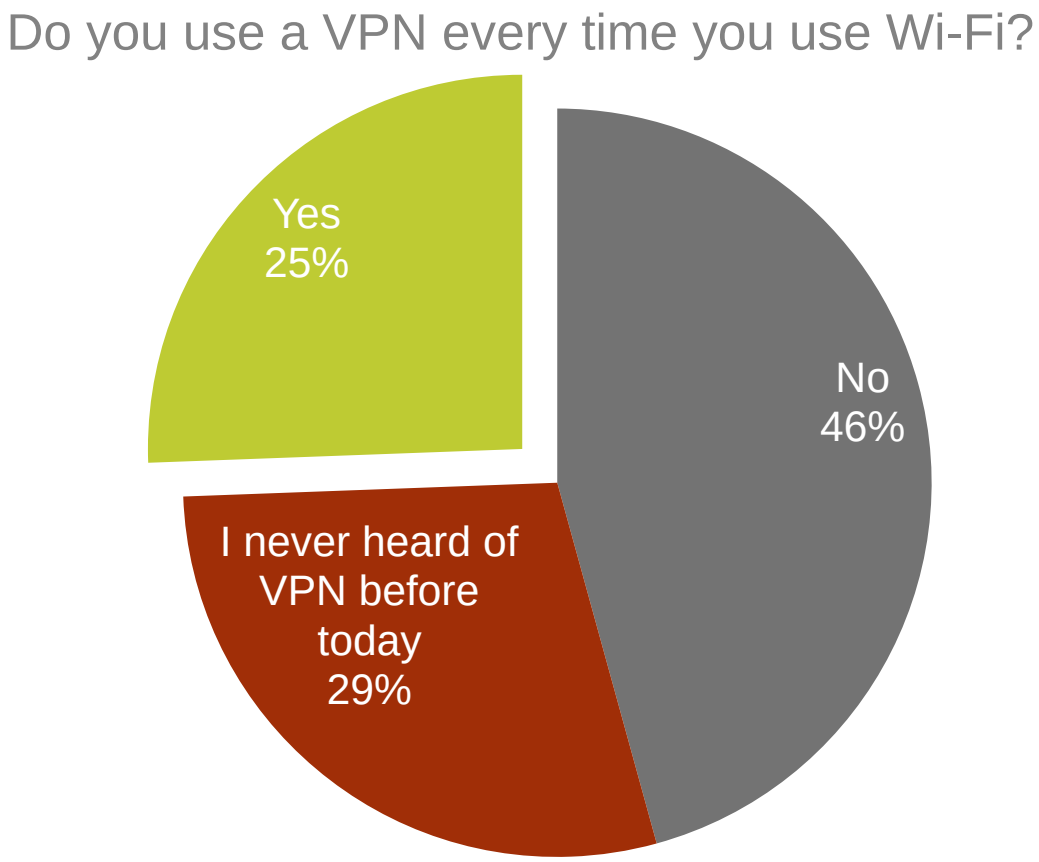


Asked to all

Q1 How safe do you feel your personal information is when using public Wi-Fi connections?

75% don’t use a Virtual Private Network (VPN) to secure their Wi-Fi connections

While **three quarters** of people are familiar with VPNs, only **one third** of those people choose to use a VPN to protect their personal information.

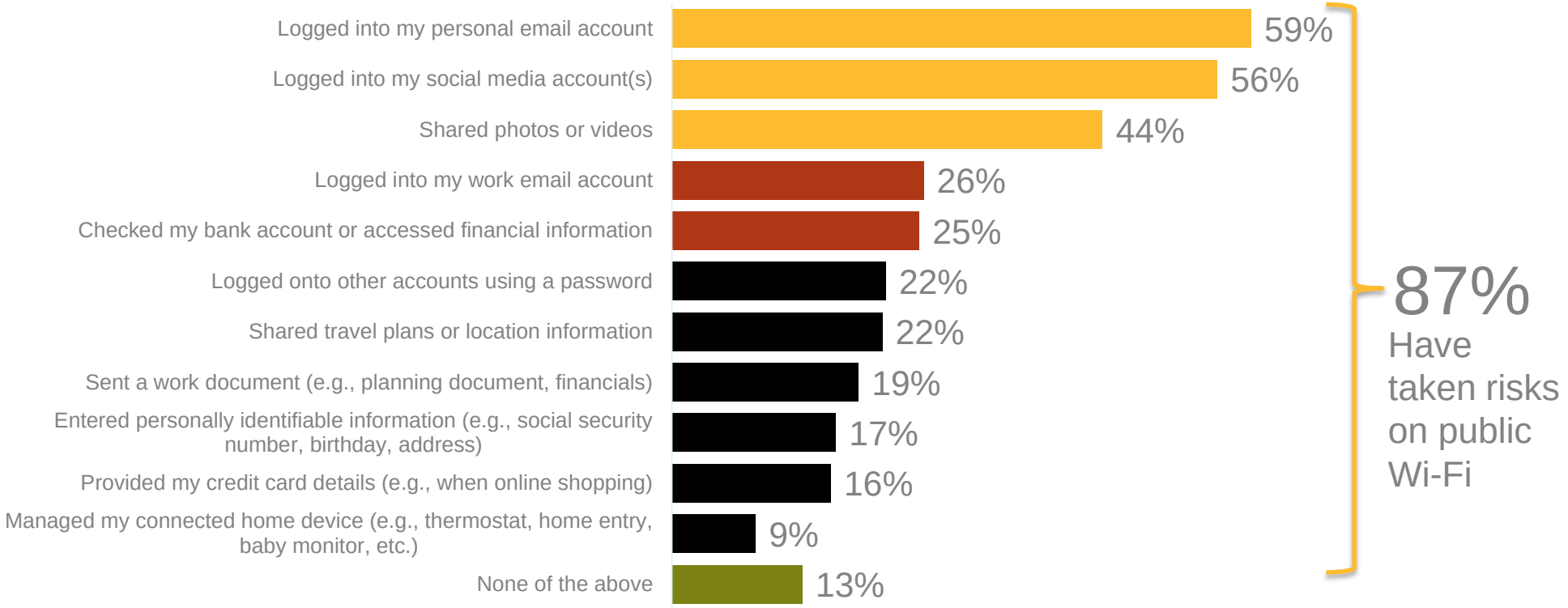


Asked to all

Q3 Do you use a VPN every time you use Wi-Fi?

87% admit to taking security risks on public Wi-Fi, such as accessing personal email, bank accounts or financial information

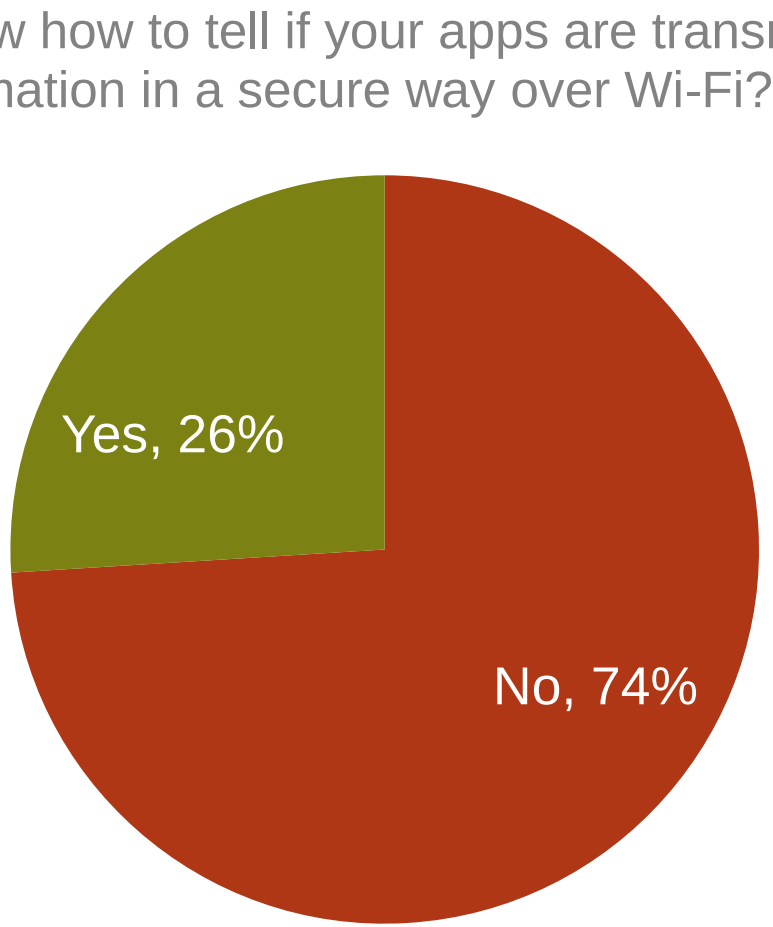
Which of the following have you done on your mobile phone, tablet or laptop while connected to a public Wi-Fi network?



Asked to all

Q4 Which of the following have you done on your mobile phone, tablet or laptop while connected to a public Wi-Fi network?

74% can’t tell if their apps are transmitting information in a secure way



Asked to APAC

Q8 Do you know how to tell if your apps are transmitting information in a secure way over Wi-Fi?

How would you feel ?

if a hacker or malicious person stole personal information
from your mobile phone, tablet, or laptop and posted it publicly online?

Horrified

Details of your bank accounts and financial information

48%

Angry

Your photo library incl. intimate, personal and family photos

38%

Worried

Your children's schedule, location or academic details

36%

Embarrassed

Details of your private chat/text conversations or Your closest secrets

21%

Neither worried nor horrified

News sites you visit or political preferences

35%