

# 2018 Norton™ LifeLock™ Cyber Safety Insights Report

## Methodology

The research was conducted online by The Harris Poll on behalf of Norton™ LifeLock™ among more than 16,000 adults (aged 18+) in 16 countries. The survey was conducted October 9-30, 2018 in Australia (n=1,002), Brazil (n=1,051), Canada (n=1,026), China (n=1,051), France (n=1,065), Germany (n=1,001), Hong Kong (n=1,000), Italy (n=1,004), Japan (n=1,001), Mexico (n=1,050), Netherlands (n=1,003), New Zealand (n=1,002), Taiwan (n=1,000), UAE (n=1,001), U.K. (n=1,006), and U.S. (n=1,004). Data are weighted where necessary to bring them in line with their actual proportions in the population. A global postweight was applied to ensure equal weight of each country in the global total. No estimates of theoretical sampling error can be calculated.

U.S. identity theft figures are sourced from a separate online survey of 5,000 U.S. adults conducted for Norton™ LifeLock™ by The Harris Poll, January 2019.