

# 2013 NORTON REPORT

## NEW ZEALAND



## GLOBALLY (24 countries)

### CYBERCRIME EXPERIENCES

|                                                                               |     |       |
|-------------------------------------------------------------------------------|-----|-------|
| • Adults who have experienced cybercrime in their lifetime                    | 69% | 61%   |
| • Adults who experienced cybercrime in the past 12 months                     | 46% | 41%   |
| • Adults who have been victim of cybercrime and risky behaviors               | 54% | 50%   |
| • Number of victims in the past 12 months                                     | 1 m | 378 m |
| • Percentage of males who have been victim of cybercrime in their lifetime    | 69% | 64%   |
| • Percentage millennials who have been victim of cybercrime in their lifetime | 61% | 66%   |

### CYBERCRIME COSTS

|                                                                   |                   |            |
|-------------------------------------------------------------------|-------------------|------------|
| • Total cost of cybercrime in the past 12 months                  | US\$127m NZ\$152m | US\$113 bn |
| • Average direct cost per cybercrime victim in the past 12 months | US\$131 NZ\$157   | US\$298    |

### CYBERCRIME GOES MOBILE BUT SECURITY IS LEFT BEHIND

|                                                                                         |     |     |
|-----------------------------------------------------------------------------------------|-----|-----|
| • Smartphone users who have experienced mobile cybercrime in the past 12 months         | 27% | 38% |
| • Adults who have lost their mobile device or had it stolen                             | 26% | 27% |
| • Mobile device users who aren't aware that security solutions for mobile devices exist | 62% | 57% |

### LINES BLURRED BETWEEN WORK AND PLAY

|                                                                                                               |     |     |
|---------------------------------------------------------------------------------------------------------------|-----|-----|
| • Working adults who use their personal device for both work and play                                         | 39% | 49% |
| • Working adults who access or send personal emails through their work device *                               | 51% | 49% |
| • Working adults who store personal info on their work device *                                               | 24% | 27% |
| • Working adults who access their social network through their work device *                                  | 31% | 34% |
| • Working adults who say their company has no policy on the use of personal devices for work *                | 48% | 36% |
| • Parents who let their kids play, download and shop on work devices **                                       | 16% | 30% |
| • Adults who share work information with friends through online storage sites                                 | 6%  | 18% |
| • Adults who share work information with family through online storage sites                                  | 10% | 21% |
| • Online file storage users who use the same online file storage account for both work and personal documents | 15% | 24% |

### MOBILE SECURITY BEHAVIOURS

|                                                                             |     |     |
|-----------------------------------------------------------------------------|-----|-----|
| • Smartphone users who delete suspicious emails from people they don't know | 59% | 56% |
| • Smartphone users who avoid storing sensitive files online                 | 50% | 48% |

### RISKY BEHAVIOR ON SOCIAL MEDIA

|                                                                           |     |     |
|---------------------------------------------------------------------------|-----|-----|
| • Social network users who share their social media passwords with others | 25% | 25% |
| • Social network users who connect with people they do not know           | 27% | 31% |

### INFORMATION SHARING HABITS

|                                                                                |     |     |
|--------------------------------------------------------------------------------|-----|-----|
| • Online file storage users who think that online file storage is safe         | 54% | 50% |
| • Adults who use public or unsecured Wi-Fi                                     | 53% | 59% |
| • Wi-Fi users who access or send personal emails on public or unsecure Wi-Fi   | 56% | 54% |
| • Wi-Fi users who use public or unsecure WI-FI to access their social networks | 56% | 56% |
| • Wi-Fi users who use public or unsecure Wi-Fi to shop online                  | 22% | 29% |
| • Wi-Fi users who access their bank account on public or unsecure Wi-Fi        | 38% | 29% |

\*Among those who use the same device for work and play

\*\*Among those who use devices provided by their employer