

2013 NORTON REPORT

 USA	 GLOBALLY (24 countries)
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CYBERCRIME EXPERIENCES

Adults who have experienced cybercrime in their lifetime	63%	61%
Adults who experienced cybercrime in the past 12 months	39%	41%
Adults who have been victim of cybercrime and risky behaviors	48%	50%
Number of victims in the past 12 months	59 m	378 m
Percentage of males who have been victim of cybercrime in their lifetime	64%	64%
Percentage millennials who have been victim of cybercrime in their lifetime	70%	66%

CYBERCRIME COSTS

Total cost of cybercrime in the past 12 months	US\$38 bn	US\$113 bn
Average direct cost per cybercrime victim in the past 12 months	US\$633	US\$298

CYBERCRIME GOES MOBILE BUT SECURITY IS LEFT BEHIND

Smartphone users who have experienced mobile cybercrime in the past 12 months	36%	38%
Smartphone users who have a basic free security software	28%	33%
Tablet users who have a basic free security software	34%	42%
Adults who have lost their mobile device or had it stolen	19%	27%
Mobile device users who aren't aware that security solutions for mobile devices exist	57%	57%

LINES BLURRED BETWEEN WORK AND PLAY

Working adults who use their personal device for both work and play	42%	49%
Working adults who access or send personal emails through their work device *	33%	49%
Working adults who store personal info on their work device *	14%	27%
Working adults who access their social network through their work device *	23%	34%
Working adults who say their company has no policy on the use of personal devices for work *	33%	36%
Parents who let their kids play, download and shop on work devices **	21%	30%
Adults who share work information with friends through online storage sites	12%	18%
Adults who share work information with family through online storage sites	14%	21%
Online file storage users who use the same online file storage account for both work and personal documents	25%	24%

LOW MOBILE SECURITY IQ

Smartphone users who delete suspicious emails from people they don't know	54%	56%
Smartphone users who avoid storing sensitive files online	40%	48%

RISKY BEHAVIOR ON SOCIAL MEDIA

Social network users who do not log out after each session	47%	39%
Social network users who share their social media passwords with others	28%	25%
Social network users who connect with people they do not know	35%	31%

RISKY INFORMATION SHARING HABITS

Online file storage users who think that online file storage is safe	68%	50%
Adults who use public or unsecured Wi-Fi	59%	59%
Wi-Fi users who access or send personal emails on public or unsecure Wi-Fi	52%	54%
Wi-Fi users who use public or unsecure Wi-Fi to access their social networks	45%	56%
Wi-Fi users who use public or unsecure Wi-Fi to shop online	26%	29%
Wi-Fi users who access their bank account on public or unsecure Wi-Fi	21%	29%

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

**Among those who use devices provided by their employer