



2013 NORTON REPORT

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24 COUNTRIES

AUSTRALIA, BRAZIL, CANADA, CHINA, COLOMBIA, DENMARK,
FRANCE, GERMANY, INDIA, ITALY, JAPAN, MEXICO, NETHERLANDS,
NEW ZEALAND, POLAND, RUSSIA, SAUDI ARABIA, SINGAPORE,
SOUTH AFRICA, SWEDEN, TURKEY, UNITED ARAB EMIRATES,
UNITED KINGDOM, UNITED STATES OF AMERICA

13,022 ONLINE ADULTS AGED 18-64

WHO IS AFFECTED MOST BY CYBERCRIME?

CYBERCRIME VICTIMS MORE
LIKELY TO BE:

MALE — **64%** 
(COMPARED TO 58% OF FEMALES)

MILLENNIAL — **66%**
(COMPARED TO 54% OF BABY BOOMERS)

AND:

- MOBILE DEVICE OWNERS — **63%**
- SOCIAL NETWORK USERS — **63%**
- PUBLIC / UNSECURED WI-FI USERS — **68%**
- EMERGING MARKET — **68%**
- PARENT OF CHILDREN 8-17 — **65%**

HIGHEST NUMBER OF CYBERCRIME
VICTIMS FOUND IN:



RUSSIA

85%



CHINA

77%



SOUTH AFRICA

73%

KEY THEMES

TABLET AND SMARTPHONE CONSUMERS LEAVE SECURITY BEHIND

ALMOST 1/2 DON'T USE BASIC PRECAUTIONS SUCH AS PASSWORDS, SECURITY SOFTWARE
OR BACK UP FILES FOR THEIR MOBILE DEVICE

MORE THAN ONE-THIRD HAVE EXPERIENCED MOBILE CYBERCRIME LAST YEAR

THE GLOBAL PRICE TAG OF CONSUMER CYBERCRIME

US\$113 BILLION ANNUALLY, COST PER CYBERCRIME VICTIM UP 50 PERCENT

THE SCALE OF CONSUMER CYBERCRIME

1 MILLION+ VICTIMS DAILY

CREATING PERFECT STORM AS LINES BLUR BETWEEN WORK/PLAY

49% USE THEIR PERSONAL DEVICE FOR WORK AND PLAY

AROUND ONE-IN-FIVE SHARE WORK RELATED INFORMATION WITH FRIENDS AND FAMILY

SMARTPHONE/TABLET CONSUMERS LEAVING SECURITY BEHIND

NEARLY **1/2** SMARTPHONE/TABLET USERS SLEEP WITH THEIR PHONES WITHIN ARMS' REACH

NEARLY **1/2** DON'T USE BASIC PRECAUTIONS SUCH AS PASSWORDS, SECURITY SOFTWARE OR BACK UP FILES FOR THEIR MOBILE DEVICE *

ONLY **26%** OF SMARTPHONE USERS HAVE MOBILE SECURITY SOFTWARE WITH ADVANCED PROTECTION



57% AREN'T AWARE THAT SECURITY SOLUTIONS FOR MOBILE DEVICES EXIST *

CONSUMERS' SECURITY IQ – HIGH ON PC, LOW ON MOBILE

DELETE SUSPICIOUS
EMAILS FROM PEOPLE
THEY DON'T KNOW

HAVE AT LEAST A BASIC
FREE ANTIVIRUS SOLUTION

AVOID STORING SENSITIVE
FILES ONLINE



90%

VS.



60%

VS.



56%

72%

VS.

42%

VS.

33%

78%

VS.

53%

VS.

48%

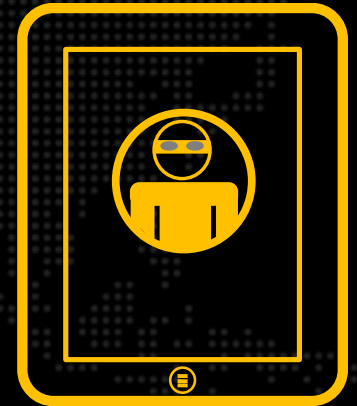


MOBILE CYBERCRIME AND LOSS

38% HAVE EXPERIENCED MOBILE CYBERCRIME
IN PAST 12 MONTHS *

27% OF ADULTS

HAVE LOST THEIR MOBILE DEVICE OR HAD IT STOLEN

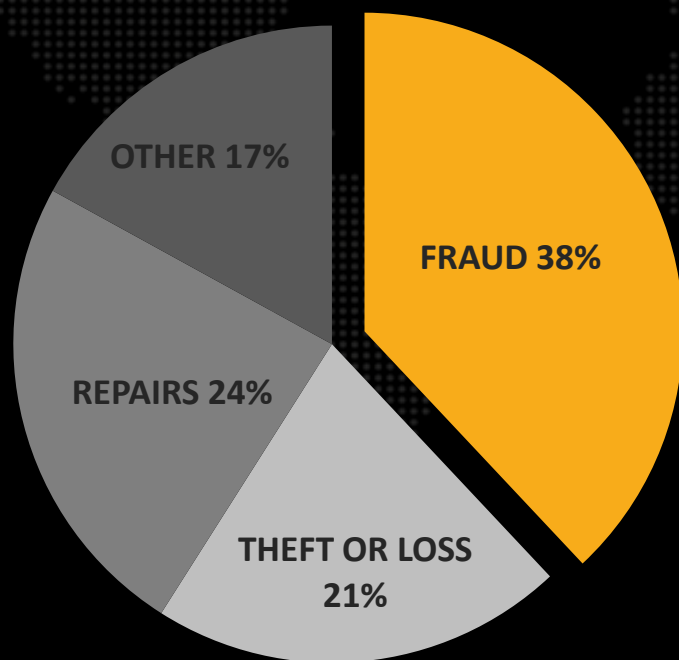


*AMONG SMARTPHONE USERS

THE GLOBAL PRICE TAG OF CONSUMER CYBERCRIME

\$113 BN

ENOUGH TO HOST THE 2012 LONDON
OLYMPICS NEARLY 10 TIMES OVER



83% OF DIRECT FINANCIAL COSTS
ARE A RESULT OF FRAUD,
REPAIRS, THEFT AND LOSS

USD \$298

AVERAGE COST PER VICTIM

REPRESENTS A 50 PERCENT INCREASE OVER 2012

ALL AMOUNTS IN USD

SEE EXTRAPOLATION CALCULATIONS *

THE GLOBAL PRICE TAG OF CONSUMER CYBERCRIME



38
USA
BN



3
MEXICO
BN



8
BRAZIL
BN



13
EUROPE
BN



1
RUSSIA
BN



4
INDIA
BN



37
CHINA
BN



1
JAPAN
BN

1

AUSTRALIA
BN



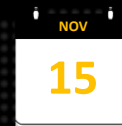
0.3
SOUTH AFRICA
BN

ALL AMOUNTS IN USD ROUNDED TO THE NEAREST BILLION

CANADA 3 BN; SINGAPORE 1 BN; NEW ZEALAND 0.1 BN; TURKEY 2 BN; SAUDI ARABIA 0.5 BN; UAE 0.3 BN; COLOMBIA 0.5 BN

THE SCALE OF CONSUMER CYBERCRIME

378 MILLION VICTIMS PER YEAR



NEARLY 2.8 TIMES AS MANY BABIES BORN EACH YEAR



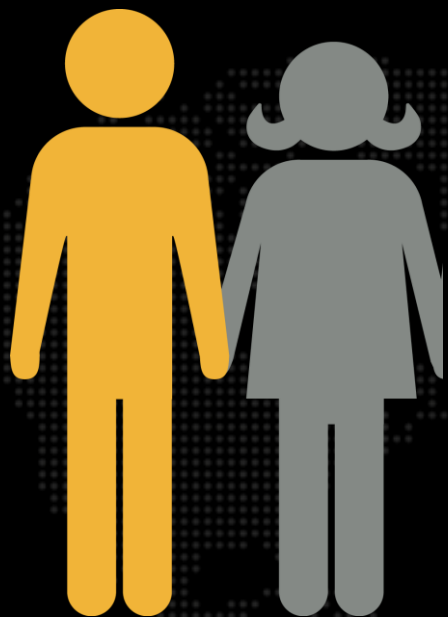
1 MILLION +
VICTIMS PER DAY

ENOUGH TO FILL WEMBLEY STADIUM (ENGLAND) MORE THAN 10 TIMES



12 VICTIMS PER SECOND

THE SCALE OF CONSUMER CYBERCRIME



50% OF ONLINE ADULTS

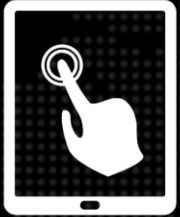
**HAVE BEEN VICTIMS OF CYBERCRIME AND / OR NEGATIVE
ONLINE SITUATIONS IN THE PAST YEAR
(e.g., RECEIVED NUDE IMAGES FROM STRANGERS OR WERE
BULLIED OR STALKED ONLINE)**

41% OF ONLINE ADULTS

**HAVE FALLEN VICTIM TO ATTACKS SUCH AS MALWARE, VIRUSES,
HACKING, SCAMS, FRAUD AND THEFT**



BLURRING BETWEEN WORK AND PLAY



49%

USE THEIR PERSONAL DEVICE FOR WORK AND PLAY*

36%

SAY THEIR COMPANY HAS NO POLICY ON USE OF
PERSONAL DEVICES FOR WORK*

30%

OF PARENTS LET THEIR KIDS PLAY, DOWNLOAD AND SHOP ON
THEIR WORK DEVICE **

49%

OF RESPONDENTS ACCESS
OR SEND PERSONAL EMAILS
THROUGH THEIR WORK
DEVICE*

34%

ACCESS THEIR SOCIAL
NETWORK THROUGH
THEIR WORK DEVICE*

27%

STORE PERSONAL
INFORMATION ON THEIR
WORK DEVICE*

*AMONG WORKING ADULTS

**AMONG PARENTS WHO USE DEVICES PROVIDED BY THEIR EMPLOYER

ONLINE FILE STORAGE OPENS DOOR TO OVERSHARING

24%

OF USERS SAVE BOTH WORK AND PERSONAL DOCUMENTS TO THE SAME ONLINE FILE STORAGE ACCOUNT



ON SHARING WORK-RELATED INFORMATION THROUGH ONLINE FILE STORAGE SITES:

18%

SHARE WITH FRIENDS

21%

SHARE WITH FAMILY

**PUTTING BOTH WORK AND
PERSONAL DOCUMENTS AT
RISK**

RISKY BEHAVIOR ON SOCIAL MEDIA



39%

OF SOCIAL MEDIA USERS
DON'T LOG OUT AFTER
EACH SESSION



1/4

OF SOCIAL MEDIA USERS
SHARE THEIR SOCIAL
MEDIA PASSWORDS WITH
OTHERS



31%

OF SOCIAL MEDIA USERS
CONNECT WITH PEOPLE
THEY DO NOT KNOW

12% OF SOCIAL MEDIA USERS SAY SOMEONE HAS HACKED INTO
THEIR SOCIAL NETWORK ACCOUNT AND PRETENDED TO BE THEM

MOBILE AND SOCIAL STRESSORS

49%

OF MOBILE DEVICE USERS WOULD
FEEL UPSET/CONCERNED IF THEY
LEFT HOME WITHOUT THEIR
MOBILE DEVICE



6/10

OF MOBILE DEVICE USERS
GET ANNOYED BY OTHERS
CHECKING THEIR MOBILES
DURING A MEAL

1/4

OF MOBILE DEVICE USERS
CHECK THEIR MOBILES
WHILE SHARING A MEAL
WITH OTHERS



25%

OF SOCIAL NETWORK USERS CHECK
THEIR SOCIAL NETWORK WITHIN
15 MINUTES OF WAKING UP

CONSUMERS PICK CONVENIENCE OVER SAFETY

1/3

ADMIT THE CONVENIENCE OF
CONSTANTLY CONNECTED
OUTWEIGHED ANY POTENTIAL
SECURITY RISKS

62%

AGREE THERE IS NO SUCH
THING AS 'ONLINE PRIVACY' IN
TODAY'S WORLD

EVEN THOUGH...

46%

WISH THEY COULD
PERMANENTLY DELETE SOME
OF THEIR PERSONAL ONLINE
CONTENT COMPLETELY

7/10

DON'T PUT ANYTHING ON
SOCIAL NETWORKS THAT THEY
WOULDN'T WANT THEIR
PARENTS / KIDS TO SEE

CONCLUSION

50% OF ONLINE ADULTS HAVE
BEEN VICTIMS OF CYBERCRIME AND
/ OR NEGATIVE ONLINE SITUATIONS
IN THE PAST YEAR

1M+ ADULTS BECOME CYBERCRIME VICTIMS EVERY DAY -
THAT'S 12 VICTIMS PER SECOND

\$113 BILLION

**TOTAL DIRECT GLOBAL COSTS
IN JUST 12 MONTHS**

CONSUMERS MOVE TO MOBILE DEVICES BUT LEAVE PROTECTION BEHIND

CONSUMERS ARE INCREASINGLY USING MOBILE DEVICES AND TABLET DEVICES BUT ARE NOT PROTECTING THEMSELVES. WHILE DESKTOP PROTECTION IS HIGH AMONG CONSUMERS, THE CYBERCRIMINAL IS MOVING TO MOBILE AND TABLET DEVICES WHERE CONSUMERS ARE VULNERABLE. MOBILE DEVICE ADOPTION CONTINUES TO GROW, SUGGESTING A DEGREE OF MOBILE DEPENDENCE, WHICH WILL INCREASE OPPORTUNITIES FOR CYBERCRIMINALS TO STRIKE.

BLURRING BETWEEN WORK AND PERSONAL MOBILE DEVICE USAGE

AS PERSONAL MOBILE DEVICES ARE BEING USED MORE AND MORE FOR WORK-RELATED ACTIVITIES, CONSUMERS' LIFESTYLES ARE PUTTING BUSINESS ENVIRONMENTS AT RISK. AN ALARMING NUMBER OF BUSINESSES HAVE NO POLICIES IN PLACE. FOR THOSE WHO DO, OUR RESEARCH SUGGESTS THE POLICIES ARE OFTEN NOT RESPECTED BY THEIR EMPLOYEES.

CONSUMERS PICK CONVENIENCE OVER SAFETY

MANY CONSUMERS ARE MAKING A CONSCIOUS DECISION TO TRADE THEIR SAFETY FOR CONVENIENCE; MANY MORE ARE UNAWARE THAT THEY'RE MAKING THE SAME TRADE. BUT, "CONSTANTLY CONNECTED" DOESN'T HAVE TO EQUAL "CONSTANTLY AT RISK"

TOP TIPS

DEFEND YOUR DATA

A COMPREHENSIVE SECURITY SUITE PROVIDES A STRONG DEFENSE AGAINST ONLINE THREATS. NORTON 360 MULTI-DEVICE OFFERS PROTECTION FOR PCS, SMARTPHONES AND TABLETS, IN A SINGLE SOLUTION

THINK OF MOBILE DEVICES AS MINI-COMPUTERS

MOBILE IS THE FASTEST-GROWING TARGET FOR CYBERCRIMINALS. MAKE SURE YOUR MOBILE DEVICE REQUIRES A PASSWORD, AND TAKE PRECAUTIONS TO ENSURE YOUR DEVICE IS PROTECTED AGAINST THEFT, LOSS AND CYBERCRIME

BE CAUTIOUS IN THE CLOUD

WHILE CLOUD STORAGE SOLUTIONS MAKE IT EASY TO SAVE AND SHARE FILES, THEY ALSO OPEN OTHER AVENUES FOR ATTACK. BE CAREFUL ABOUT WHO HAS ACCESS TO YOUR FILES, AND USE A SOLUTION WITH BUILT-IN SECURITY IF POSSIBLE

SAVE SENSITIVE TRANSACTIONS FOR SECURE CONNECTIONS

FREE OR UNSECURED WI-FI NETWORKS CAN MAKE IT EASY FOR THIEVES TO EAVESDROP ON YOUR ACTIVITY. AVOID DOING ANY SENSITIVE TRANSACTIONS LIKE BANKING OR SHOPPING WHILE CONNECTED TO THESE NETWORKS, OR USE A PERSONAL VPN CLIENT

AFTER YOU CONNECT, DOUBLE CHECK

CHECK CREDIT CARD AND BANK STATEMENTS REGULARLY FOR FRAUDULENT TRANSACTIONS, AND REPORT ANY SUSPICIOUS ACTIVITY TO YOUR PROVIDER AND/OR LAW ENFORCEMENT



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A world map composed of small dots on a black background. The dots are arranged to form the continents, with a higher density of dots in the landmasses and fewer dots in the oceans. The overall effect is a pixelated or dotted representation of the world's geography.

THANK YOU



ADDITIONAL FINDINGS

POTENTIALLY RISKY BEHAVIOR ON UNSECURED WI-FI



56% ACCESS
THEIR SOCIAL
NETWORK ACCOUNT

54% ACCESS
PERSONAL E-MAIL

29% ACCESS
THEIR BANK ACCOUNT

29% SHOP ONLINE



3/10 DO NOT
ALWAYS LOG OFF AFTER
HAVING USED A PUBLIC
WI-FI CONNECTION

39% DO NOT TAKE
ANY SPECIAL STEPS TO
PROTECT THEMSELVES
WHEN USING PUBLIC WI-FI

BLURRING LINES BETWEEN FRIENDS AND ENEMIES

1/10

HAVE ACCESSED THEIR PARTNER/FRIEND'S ACCOUNTS WITHOUT
PERMISSION

41%

DID IT BECAUSE THEY
WERE CURIOUS*

26%

WERE GOOFING AROUND
/ PLAYING A JOKE*

18%

DIDN'T TRUST THEIR
PARTNER / FRIEND TO BE
HONEST ON THEIR OWN*

*AMONG THOSE WHO HAVE ACCESSED PARTNER/FRIEND'S EMAIL/ SOCIAL MEDIA



METHODOLOGY

THE METHODOLOGY DETAIL

EDELMAN BERLAND CONDUCTED AN ONLINE SURVEY AMONG CONSUMERS:

13,022 ADULTS AGED 18-64 YEARS

The survey was conducted in 24 countries (Australia, Brazil, Canada, China, Colombia, France, Denmark, Germany, India, Italy, Japan, Mexico, Netherlands, New Zealand, Poland, Russia, Saudi Arabia, Singapore, South Africa, Sweden, Turkey, United Arab Emirates, United Kingdom and United States).

The survey was conducted in the primary language of each country, and questions asked were identical across all countries.

Interviews were conducted between 4th July 2013
– 1st August 2013.

The margin of error for the total sample of adults (n=13,022) is $\pm 0.9\%$ at the 95% level of confidence.

Important notes:

The Norton Cybercrime Report is an annual report commissioned by Norton by Symantec aimed at understanding how cybercrime affects consumers and how the adoption and evolution of new technologies impacts consumers' security. The research was conducted by Edelman Berland, an international research agency. Findings are based on self-reported experiences of over 13,000 adults across 24 countries.

1000 adult respondents were interviewed in each of USA and India. The global data has been weighted to ensure all countries have equal representation of n=500 adults.

Additional notes:

Developed Markets: USA, Canada, UK, France, Germany, Italy, Sweden, Netherlands, Australia, Japan, Singapore, New Zealand, Denmark

Emerging Markets: Brazil, Mexico, Poland, India, China, Russia, Turkey, Saudi Arabia, UAE, Colombia, South Africa

Millennials: aged 18-34

Boomers: aged 45-64

DEFINITION OF CYBERCRIME

Cybercrime is defined as any of the following activities:

- Computer viruses or malicious software appeared on my computer
- I responded to a forged, 'spoofed' or fake email or website which captured my personal details such as passwords, credit card numbers, or bank account information thinking it was a legitimate request in order to access information or provide information to a legitimate organization, such as my bank, etc.
- Someone has hacked into my email account and pretended to be me
- Someone has hacked into my social networking profile and pretended to be me
- I responded to an online scam
- I experienced online credit card fraud
- I experienced identity theft
- My phone was infected and a text message was sent from my mobile phone without my permission or knowledge that I later had to pay for
- My screen was locked and an alert was shown, which told me to pay a fine to get it unlocked
- My smartphone was lost or stolen and someone found it and used it without my permission
- An app appeared on my smartphone that I didn't download
- I've had someone purporting to be from a computer company call me to inform that I have an infected computer
- I experienced another type of cybercrime on my cell / mobile phone / tablet device
- I experienced another type of cybercrime on my desktop or laptop computer

DEFINITION OF CYBERCRIME

Cybercrime and /or negative online experience is defined as any of the following activities:

- Computer viruses or malicious software appeared on my computer
- I responded to a forged, 'spoofed' or fake email or website which captured my personal details such as passwords, credit card numbers, or bank account information thinking it was a legitimate request in order to access information or provide information to a legitimate organization, such as my bank, etc.
- Someone has hacked into my email account and pretended to be me
- Someone has hacked into my social networking profile and pretended to be me
- I responded to an online scam
- I experienced online credit card fraud
- I experienced identity theft
- My phone was infected and a text message was sent from my mobile phone without my permission or knowledge that I later had to pay for
- My screen was locked and an alert was shown, which told me to pay a fine to get it unlocked
- My smartphone was lost or stolen and someone found it and used it without my permission
- An app appeared on my smartphone that I didn't download
- I've had someone purporting to be from a computer company call me to inform that I have an infected computer
- I experienced another type of cybercrime on my cell / mobile phone / tablet device
- I experienced another type of cybercrime on my desktop or laptop computer
- I experienced someone posting private/intimate photos or videos of me without my permission
- I was approached online by someone in an unwanted sexual way
- I have experienced online bullying, online stalking, online hate crime or other forms of online harassment
- I have received SMS text messages from people I do not know, requesting me to click on an embedded link or stating that I have received a voicemail and need to dial a number which is not my voicemail to retrieve it
- I have received unwanted nude images of someone I don't know
- I have received unwanted nude images of someone I do know

EXTRAPOLATIONS CALCULATIONS

1) Nearly 380 million victims in 24 countries over past 12 months

Online adults per country x % cybercrime victims past 12 months per country = 377,943,431 (sum of 24 countries).

2) 12 cybercrime victims every second / 719 cybercrime victims every minute / 43,144 per hour / more than 1 million per day impacting almost 378 million adults in the past year in 24 countries*

Victims over past 12 months (as above) 377,943,431 / 365 days per year / 24 hours / 60 minutes / 60 seconds

3) Cybercrime is big business costing \$113 billion in the last year in 24 countries

Victims over past 12 months (per country) x average financial cost of cybercrime (per country in US currency). Figure shown in the sum of all countries total cost.