

Norton Cyber Security Insights Report 2016

Global Comparisons



TOP FINDINGS	BRAZIL	GLOBAL (21 countries)
Total consumers affected by cybercrime in past year	42.4 million (39%)	689.4 million (31%)
Total financial cost of cybercrime in past year	\$10.3 billion (USD)	\$125.9 billion (USD)
Total time lost to cybercrime in past year	16.9 hours	19.7 hours
Most common cybercrimes consumers report ever personally experiencing	Mobile device theft: 25% Account password compromised: 22% Email hacked: 17%	Account password compromised: 18% Email hacked: 16% Mobile device theft: 15%
Percent who cannot identify a phishing email or have to guess if the email is legitimate	44%	41%
Percentage who experienced a negative outcome after responding to a potential phishing email	83%	80%
Percent who think they know how to determine whether the Wi-Fi network they are using is secure.	59%	48%
Respondents are most likely to protect this connected home device	Home entry/security system: 76%	Home entry/security system: 76%
Percent believing connected home devices offer hackers new ways to steal data	64%	72%
Percent who think connected home devices are designed with security in mind	69%	62%
Percent with at least one unprotected device	37%	35%
Percent confident in their ability to keep personal information safe online	44%	40%
Percent believing it's become harder to stay safe and secure online over the past 5 years	62%	63%
Percentage of parents who believe their children are more likely to be bullied online than on a playground	49%	48%
Percent who think children are exposed to more online dangers now than 5 years ago	79%	78%

© 2016 Symantec Corporation. All rights reserved. Symantec, the Checkmark Logo, Norton, and Norton by Symantec are trademarks or registered trademarks of Symantec Corporation or its affiliates in the U.S. and other countries. Other names may be trademarks of their respective owners. 10/16