

# Norton Cyber Security Insights Report 2016

## Global Comparisons



TOP FINDINGS	CANADA	GLOBAL (21 countries)
Total consumers affected by cybercrime in past year	<b>8.5 million (26%)</b>	689.4 million (31%)
Total financial cost of cybercrime in past year	<b>\$1.9 billion (USD)</b>	\$125.9 billion (USD)
Total time lost to cybercrime in past year	<b>13.3 hours</b>	19.7 hours
Most common cybercrimes consumers report ever personally experiencing	<b>Credit card fraud: 21%</b> <b>Account password compromised: 21%</b> <b>Email hacked: 16%</b>	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	<b>41%</b>	41%
Percentage who experienced a negative outcome after responding to a potential phishing email	<b>72%</b>	80%
Percent who think they know how to determine whether the Wi-Fi network they are using is secure.	<b>49%</b>	48%
Respondents are most likely to protect this connected home device	<b>Home entry/security system: 77%</b>	Home entry/security system: 76%
Percent believing connected home devices offer hackers new ways to steal data	<b>76%</b>	72%
Percent who think connected home devices are designed with security in mind	<b>57%</b>	62%
Percent with at least one unprotected device	<b>40%</b>	35%
Percent confident in their ability to keep personal information safe online	<b>40%</b>	40%
Percent believing it's become harder to stay safe and secure online over the past 5 years	<b>70%</b>	63%
Percentage of parents who believe their children are more likely to be bullied online than on a playground	<b>54%</b>	48%
Percent who think children are exposed to more online dangers now than 5 years ago	<b>80%</b>	78%