



**MARCH 26, 2019**

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# CYBER SAFETY INSIGHTS REPORT CANADA RESULTS

PREPARED BY



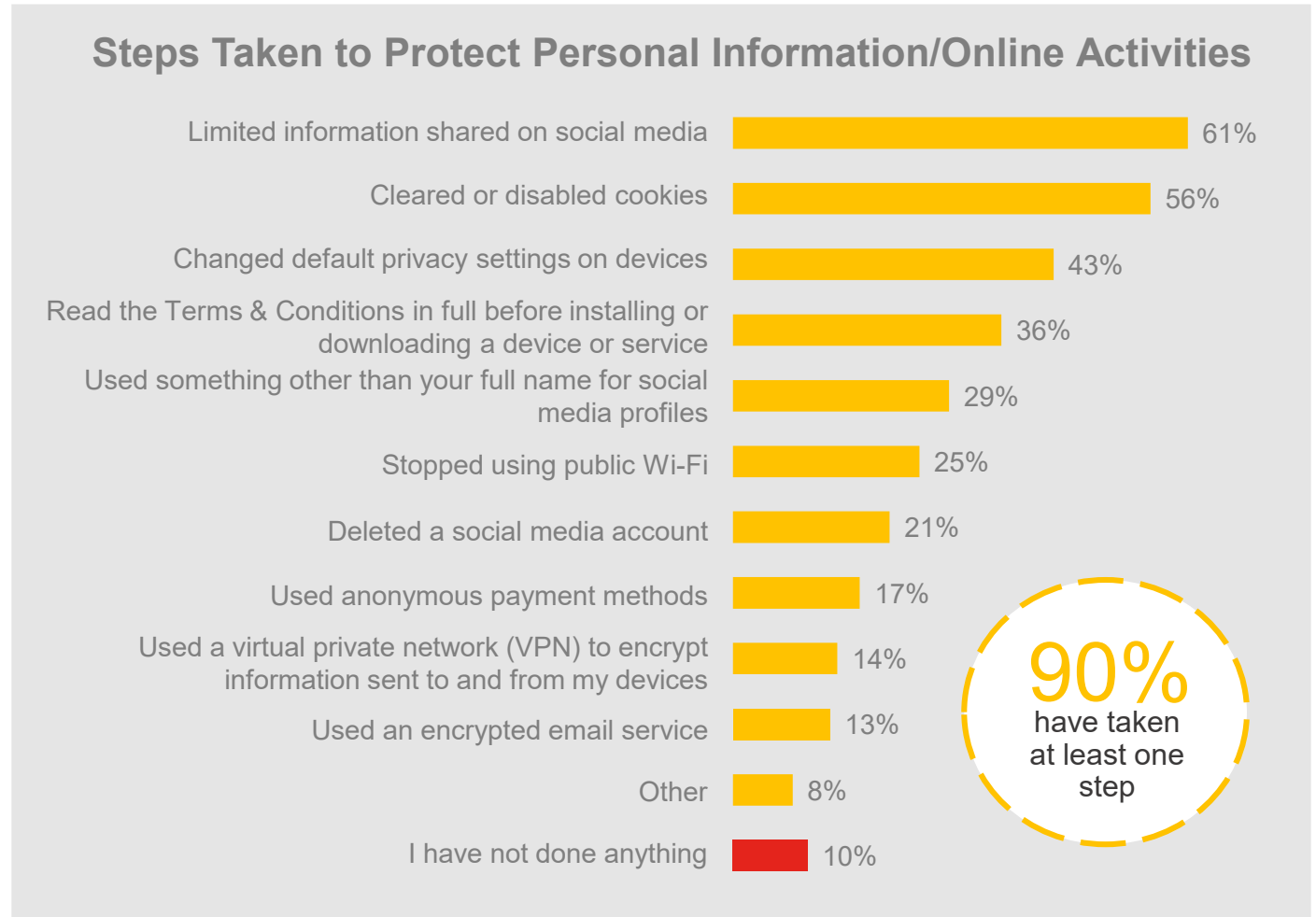
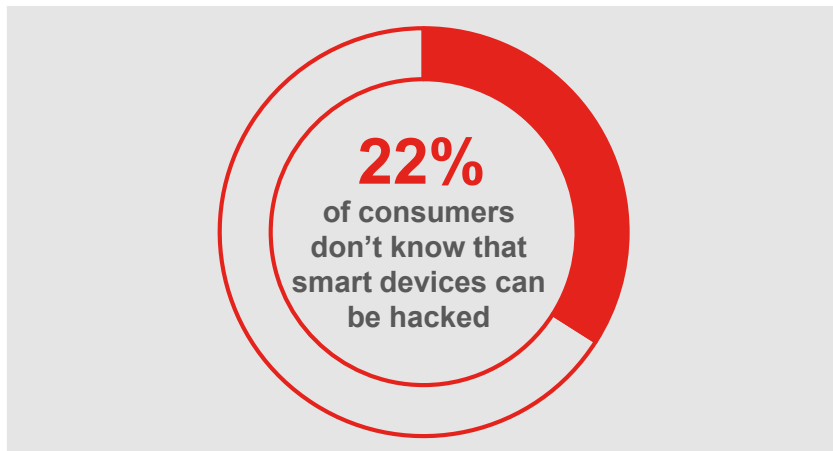
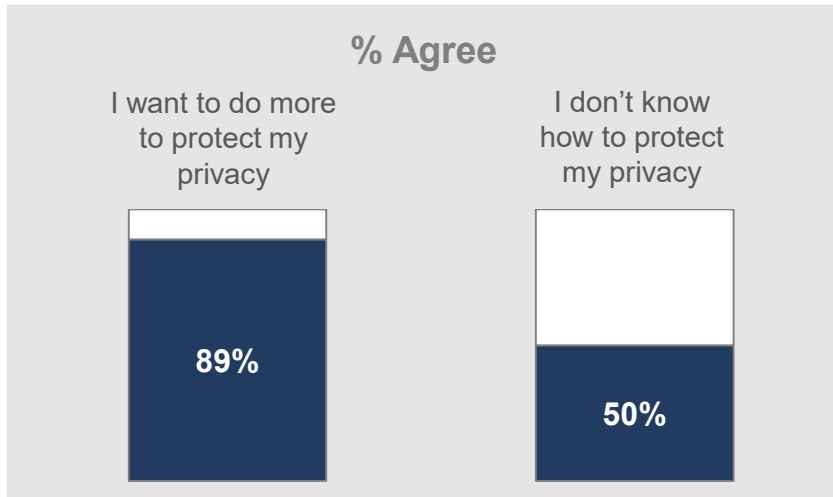
# Survey Method

The research was conducted online in Canada by The Harris Poll on behalf of Norton™ LifeLock™ among 1,026 adults aged 18+ between October 9-30, 2018. Data are weighted where necessary by age, gender, race, education, region, knowledge of official languages, marital status, and employment status to bring them in line with their actual proportions in the population. No estimates of theoretical sampling error can be calculated.



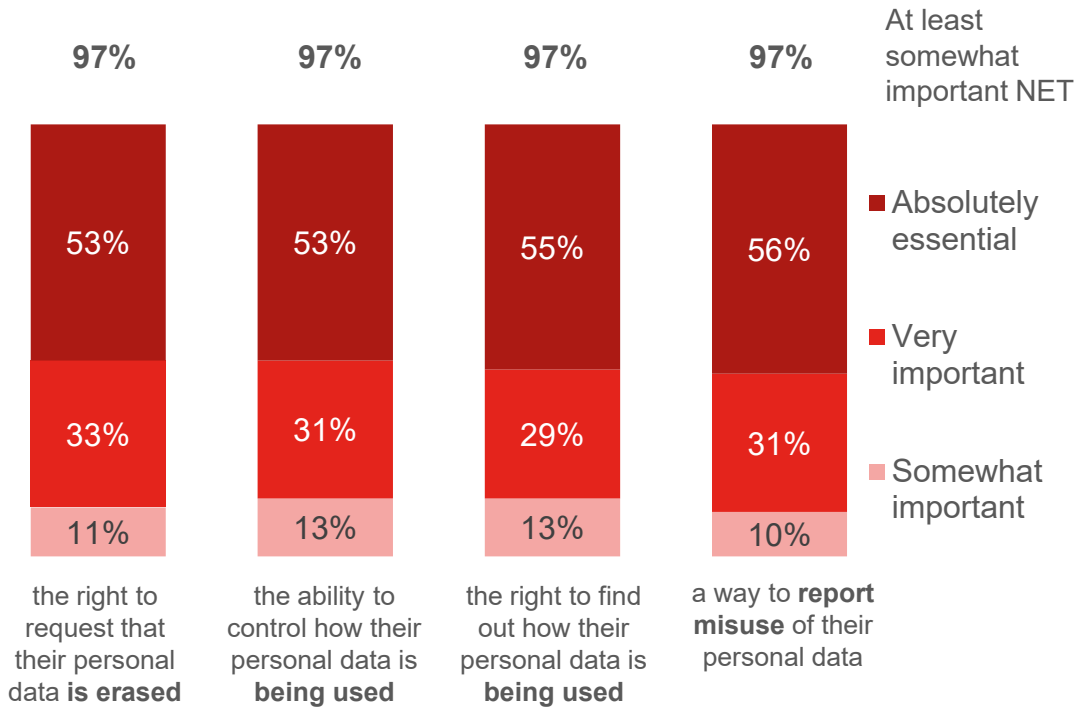
# KEY FINDINGS

# While Most Canadian Consumers Say They Want to Do More to Protect Their Privacy, Half Don't Know How

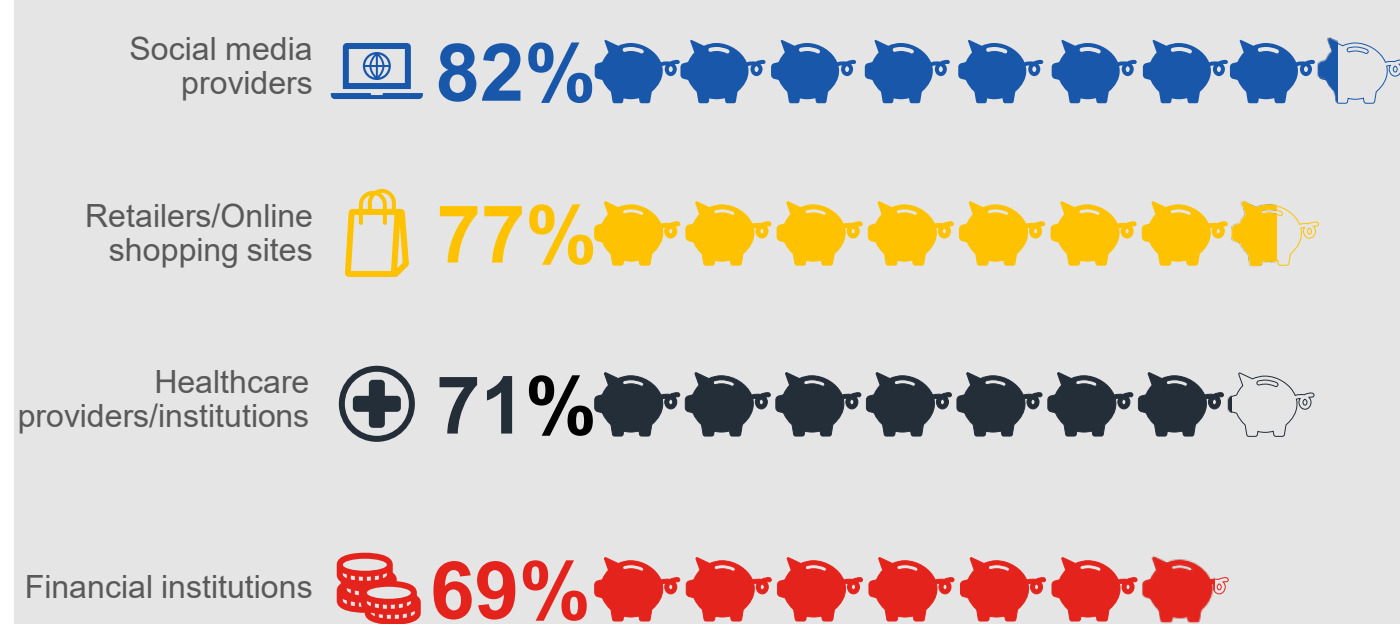


# Consumers Express a Strong Desire to Control Their Personal Data, Yet Majority Are Unwilling to Pay to Protect it

## Importance In Requiring That Companies & Organizations Give Consumers...



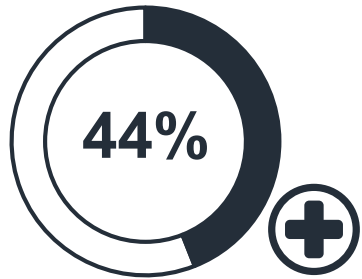
## % Not Willing to Pay Organizations to Ensure Protection of Personal Information



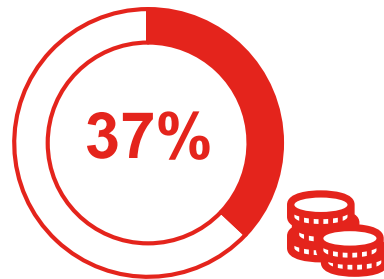
# Consumers Don't Have Overwhelming Trust in Most Providers to Protect Personal Information, Yet Many Accept Risks in the Name of Convenience

## Trust in Managing and Protecting Personal Information (% trust a lot)

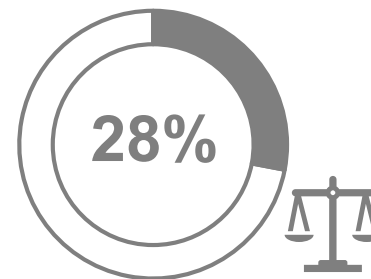
Healthcare providers/  
institutions



Financial  
institutions



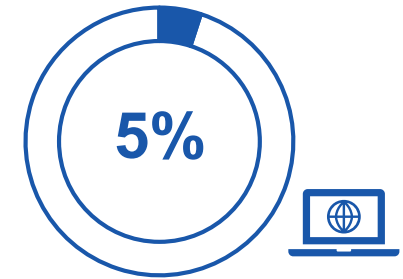
Government



Retailers/Online  
shopping sites



Social media  
providers

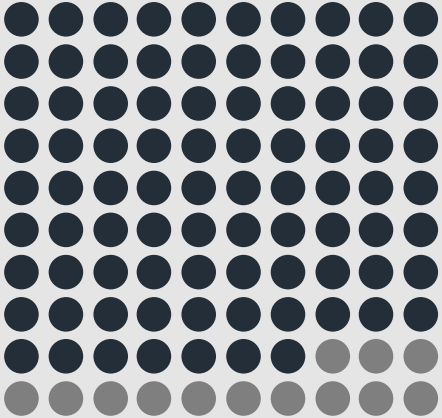


72% say  
they are more  
alarmed than  
ever about their  
privacy...

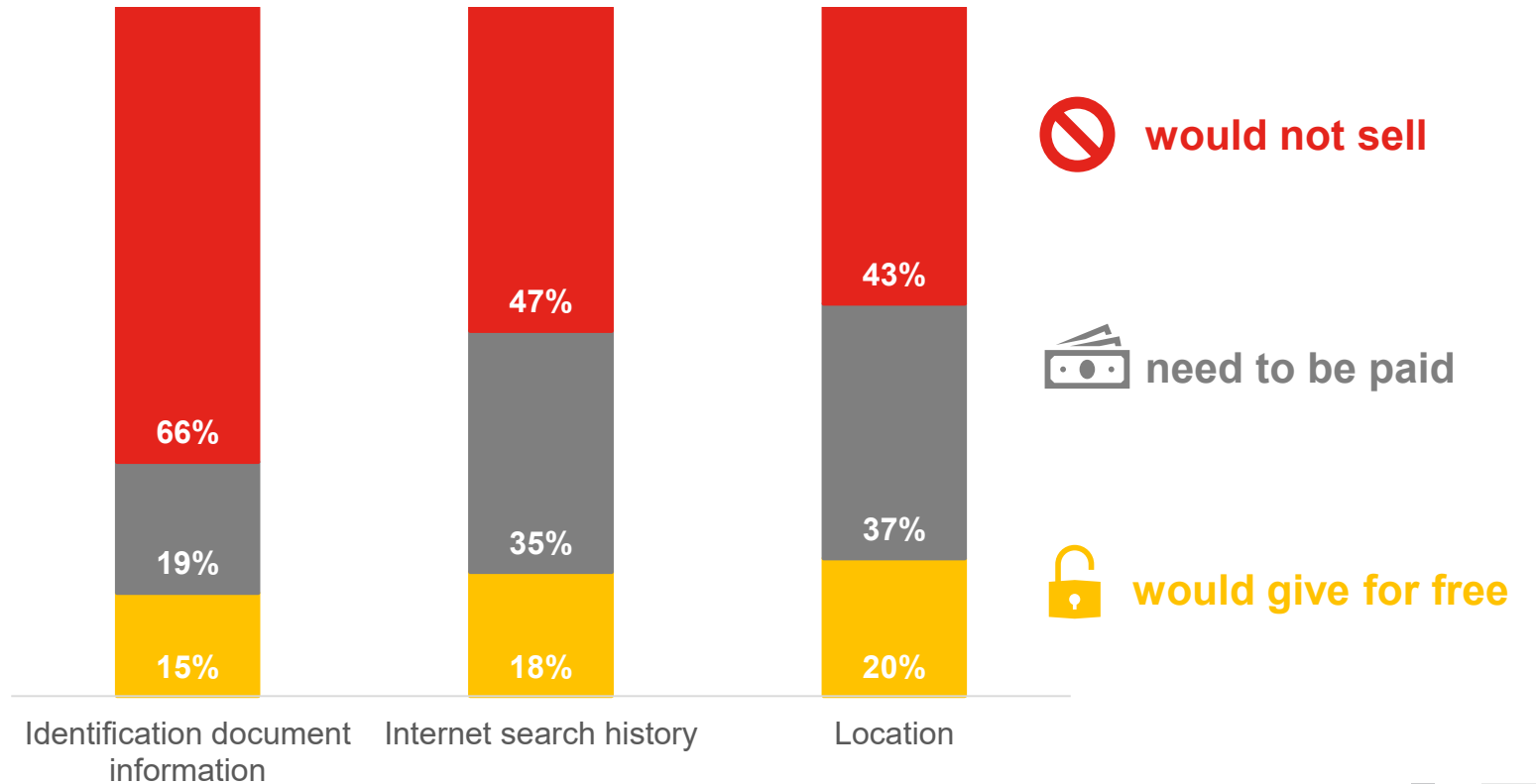
Yet, 70% accept  
certain risks to  
their online privacy  
to make their life  
more convenient.

**1 in 5**  
(17%) have **deleted**  
**a social media**  
**account** due to  
privacy concerns in  
the past 12 months

# Despite Privacy Concerns, Most Canadian Consumers Are Willing to Sell (Or Give Away) Certain Personal Information

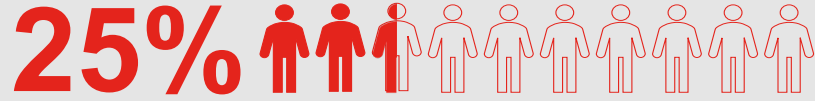
 **87%**  
say they are concerned about their privacy

Willingness to Provide Companies with Access to Personal Information For a Fee



# 1 in 4 Canadian Consumers Have Experienced Identity Theft With Nearly 1.5 Million Impacted in the Past Year

Have Ever Experienced Identity Theft



Impacting over 7 million Canadian consumers

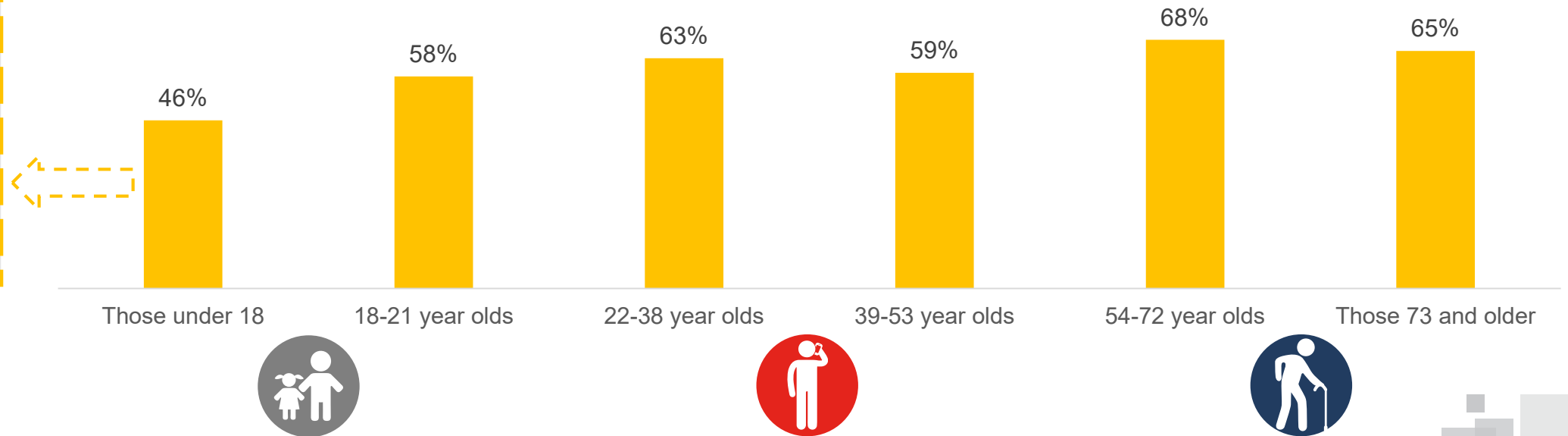
Experienced Identity Theft in the Past 12 Months



Impacting nearly 1.5 million Canadian consumers in the past year

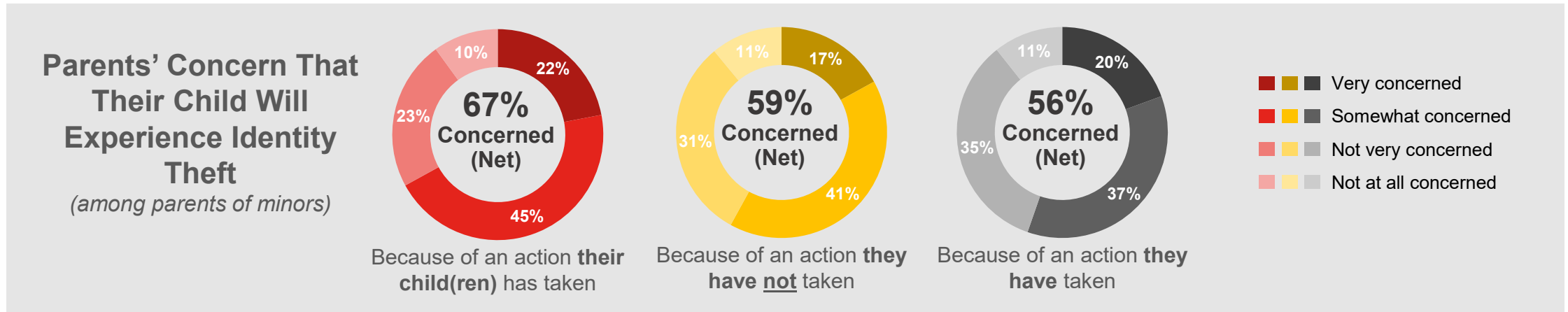
## Which Age Groups Do You Believe Are at Risk of Identity Theft?

Only **40%** of Parents of Minors Know That Children Under 18 Are at Risk



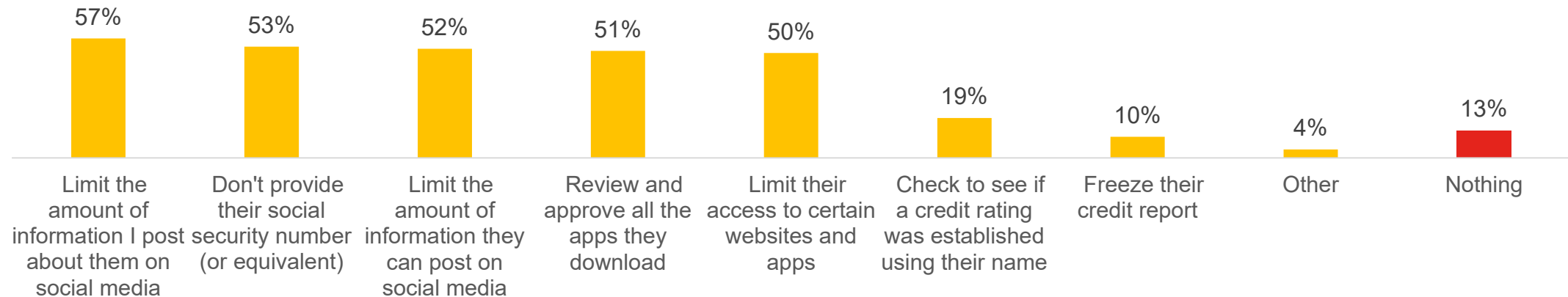


# Parents of Minors Express Concern Their Child Will Experience Identity Theft, But Could Do More to Protect Against It



## Steps Parents Have Taken to Protect Child's Identity

*(among parents of minors)*



# Over 9 Million Canadian Consumers Have Experienced Cyber Crime in the Past Year Alone

Have Ever Experienced a Cyber Crime

**54%** 

Impacting nearly 16 million Canadian consumers

Experienced in the Past 12 Months

**32%** 

Impacting over 9 million Canadian consumers in the past year

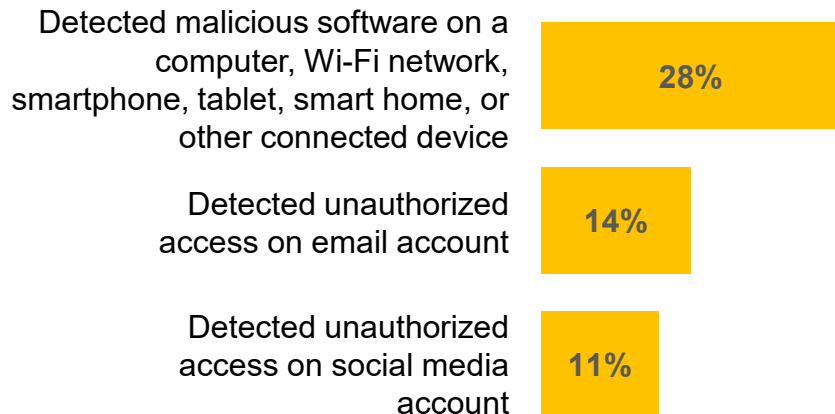
Expect to Experience in Next 12 Months

**55%** 

(% At least somewhat likely to experience cyber crime in the next year)

\*Cyber crime is defined as having personally experienced a crime committed with devices over the internet, including, but not limited to, detecting unauthorized access on an online account, learning information was exposed in a data breach, and detecting malicious software on a device. For a full list, please visit our [press kit](#). Please note, this definition is different than the definition used in past research.

## Top 3 Cyber Crimes Ever Experienced



## Past Year Impact of Cyber Crime

(among past 12 month victims)

Average number of hours spent resolving:

**3.8\***

For an estimated 35.8 million hours lost



Reported losses or theft due to cyber crime\*

**C\$199\***

(on average)

\*Includes money lost or stolen, money that was stolen and returned, and money used to resolve the issue or repair/replace impacted device(s)

About 3 in 10 needed a week or more to resolve the issue

 **28%**

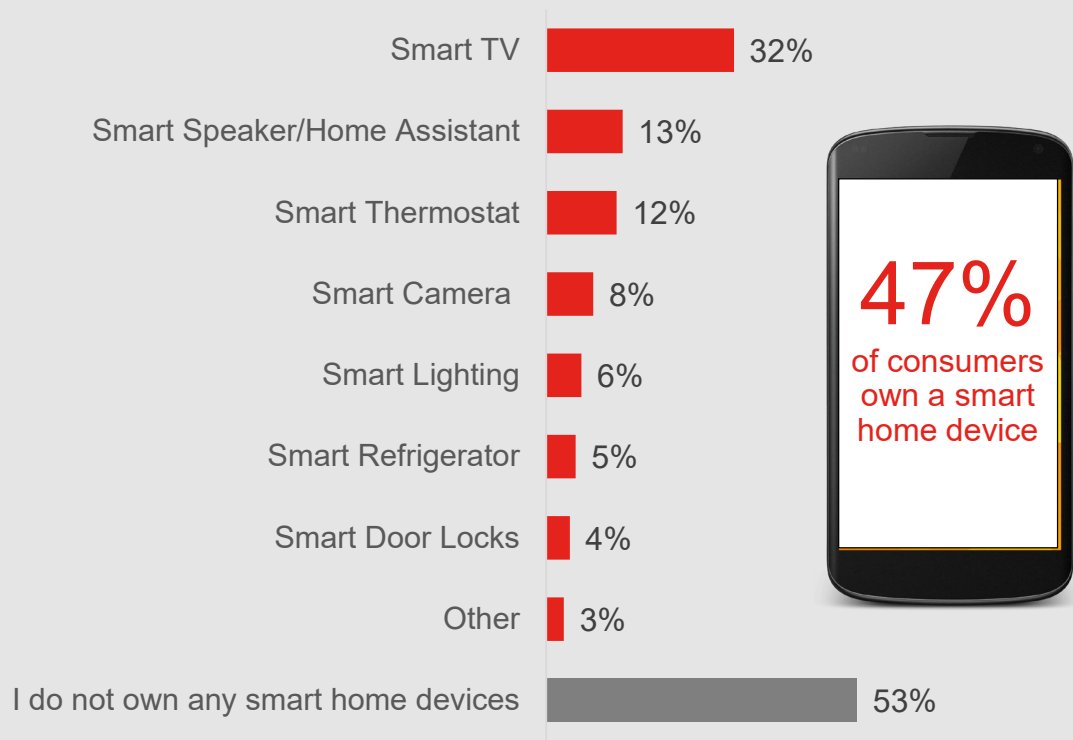
\*Averages have been "trimmed" to exclude anyone who is 3 standard deviations above the mean

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# Appendix

# Nearly Half of Canadian Consumers Own a Smart Home Device; Risks of Unauthorized Access Are Fairly Well Known

## Smart Home Devices Owned



## Smart Home Device Facts (% Answered Correctly)

