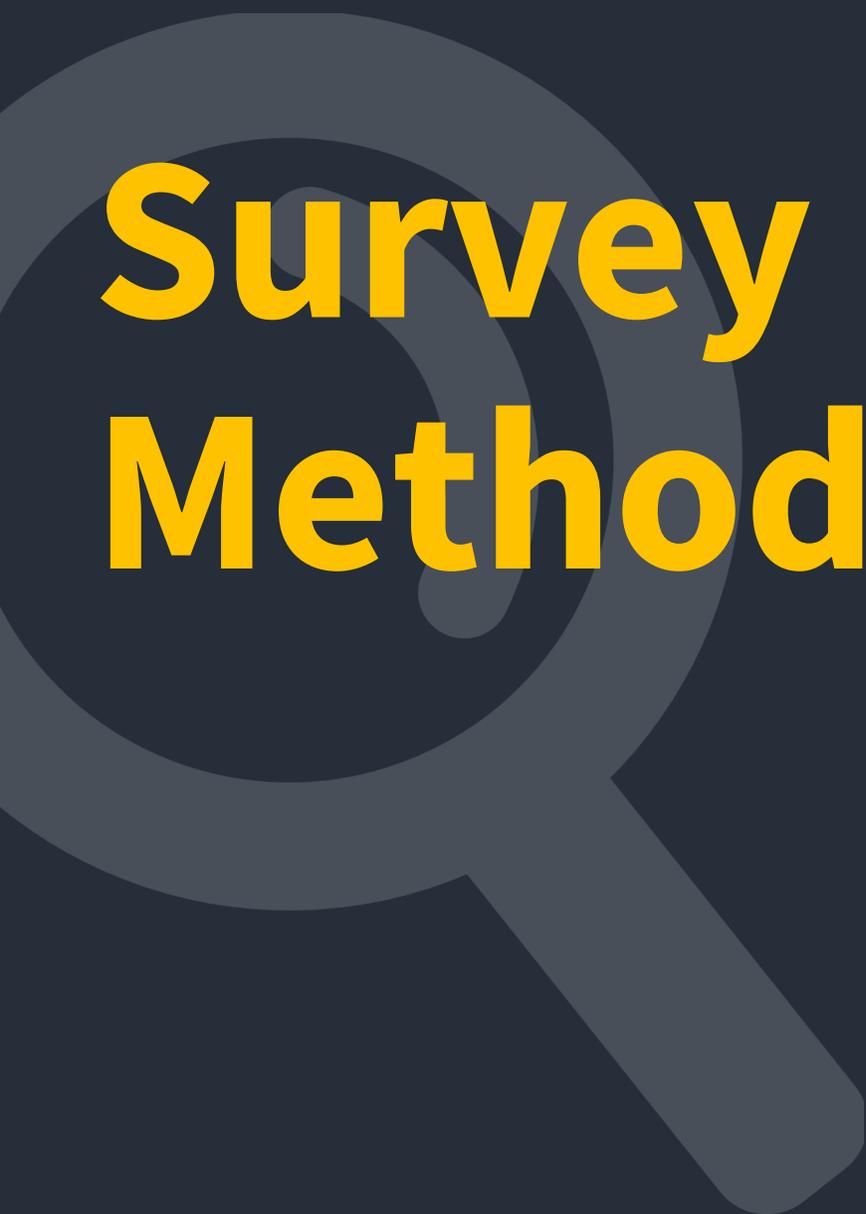




Cyber Safety Insights Report United States (US) Results

Prepared by



A large, semi-transparent magnifying glass graphic is positioned on the left side of the slide, with its handle pointing towards the bottom right. The lens of the magnifying glass is centered over the text 'Survey Method'.

Survey Method

The research was conducted online in the United States by The Harris Poll on behalf of Norton™ LifeLock™ among 1,004 adults aged 18+ between October 9-30, 2018. Data are weighted where necessary by age, gender, race/ethnicity, education, employment, household income, region, marital status, household size, and internet usage to bring them in line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online. No estimates of theoretical sampling error can be calculated.

Figures on identity theft incidence are from a separate online survey of 5,000 U.S. adults aged 18+ conducted by The Harris Poll on behalf of Norton™ LifeLock™ between January 2-18, 2019.

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. Please note, this definition is different than the definition used in past research.

Key Findings

A person is shown from the chest up, holding a tablet computer. The image is heavily blurred and has a dark blue overlay. The person's face is partially visible on the right side of the frame. The text 'Cyber Crime' is written in large, bold, yellow letters on the left side of the image.

Cyber Crime

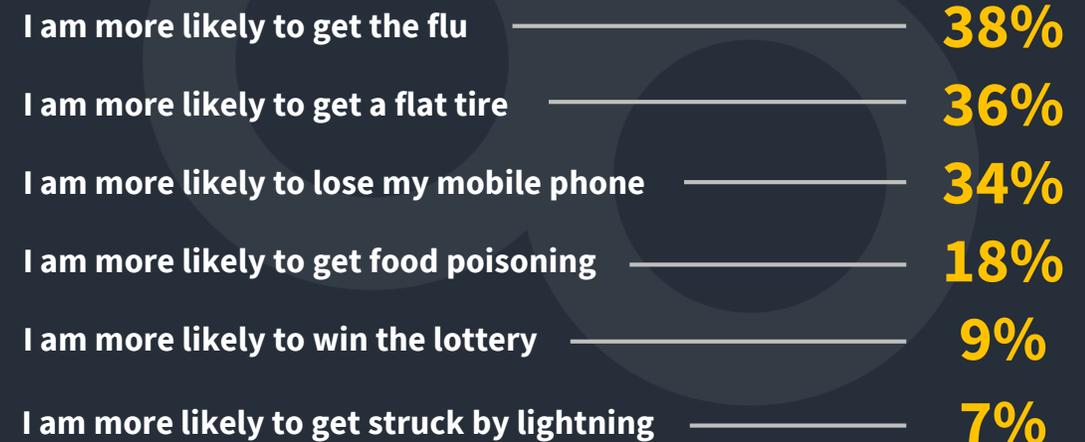
Which of the following you are more likely to experience than cyber crime?

85% cyber crime 

I am equally or more likely to experience cyber crime

15% home burglarized 

I am more likely to have my home burglarized



Majority of Americans Expect to Experience Cyber Crime in Next 12 Months

Expect to Experience in Next 12 Months

65%



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



**Have Ever Experienced
a Cyber Crime**

59[%]



**Impacting nearly
152 million US
consumers**

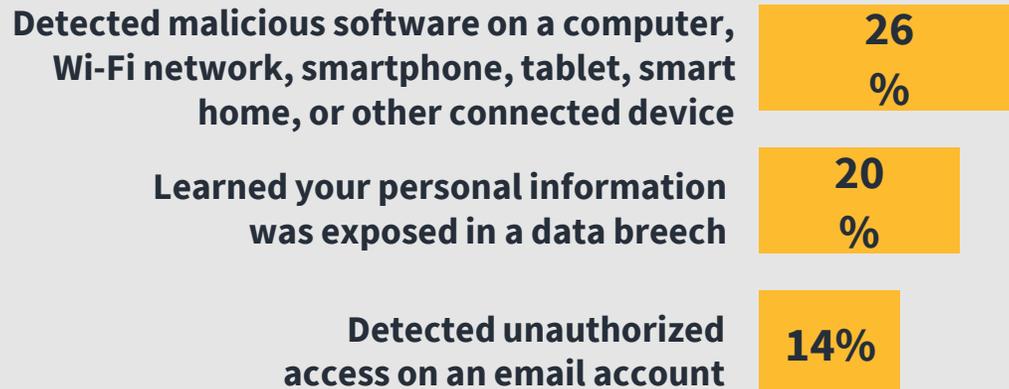
**Experienced in the
Past 12 Months**

41[%]



**Impacting over 105
million US consumers
in the past year**

Top 3 Cyber Crimes Ever Experienced



Past Year Impact of Cyber Crime

(among past 12 month victims)

Average number of hours spent resolving: **3.1***

For an estimated **324.2** million hours lost

Almost **2 in 5** needed a week or more to resolve the issue

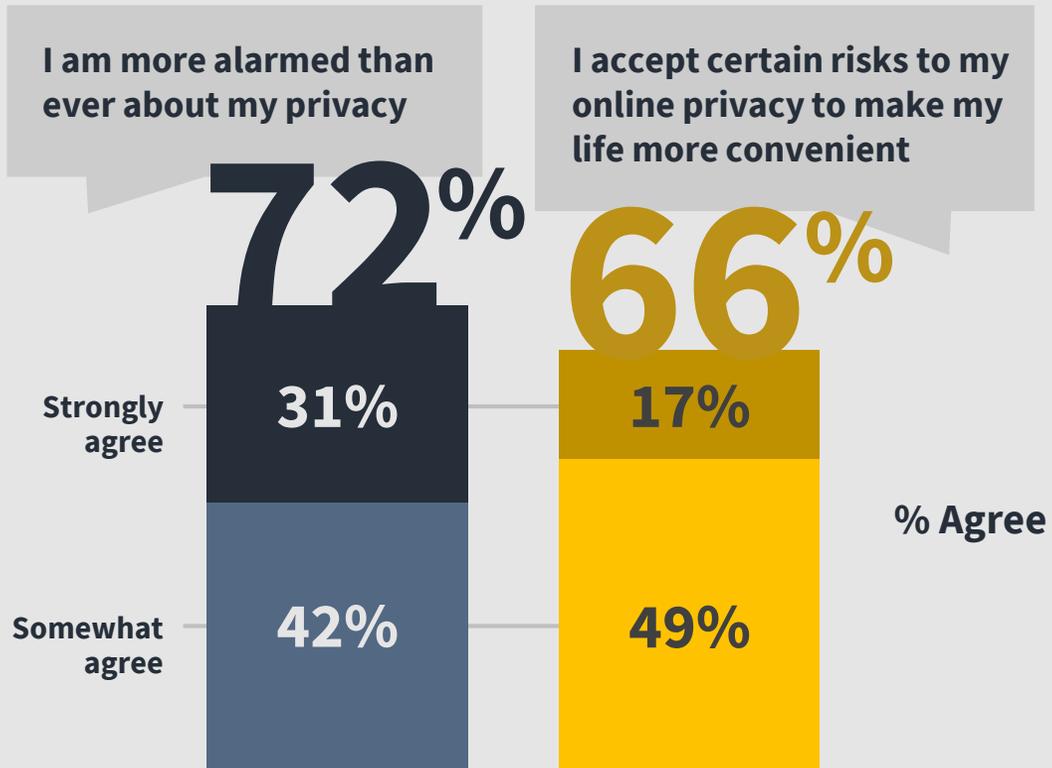
An estimated **\$11.3 billion** was lost to cyber crime



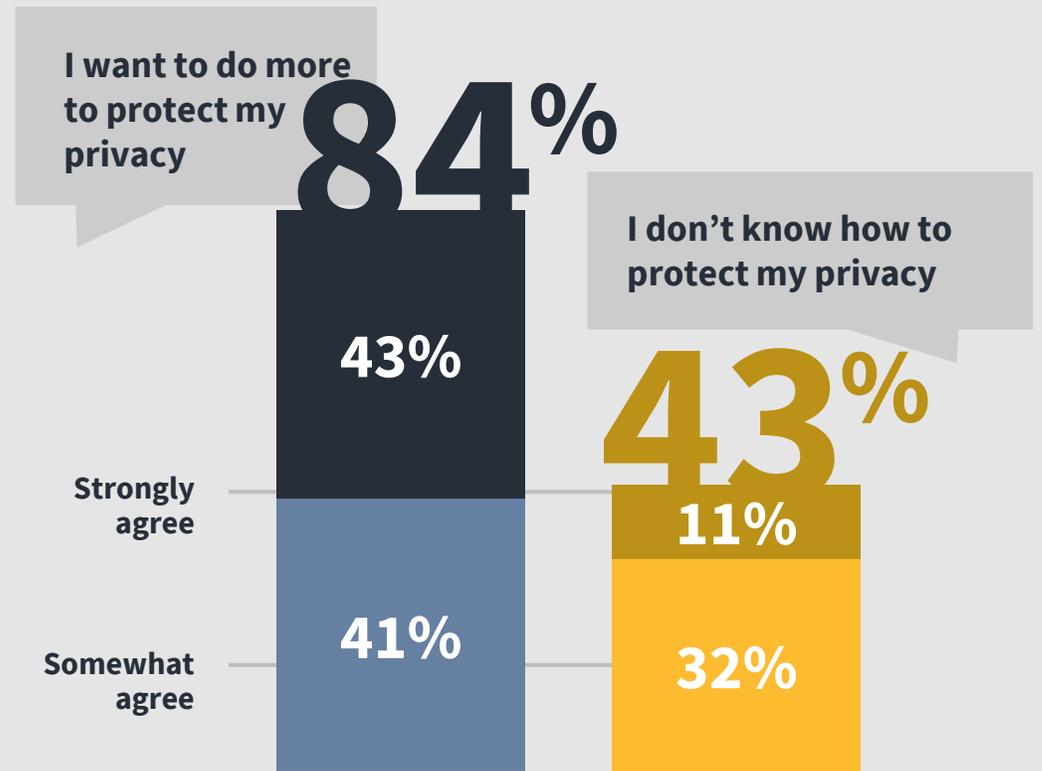
Privacy

The Privacy Paradox

Consumers are more alarmed than ever, but also willing to accept certain risks



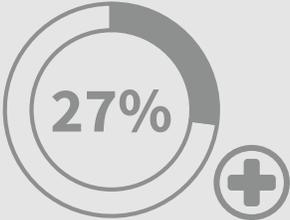
Consumers want to do more to protect their privacy, but many don't know how



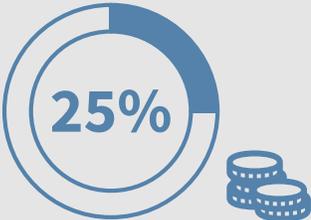
Consumers Don't Have a Lot of Trust in Providers to Protect Personal Information

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

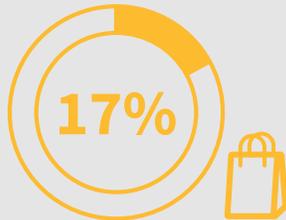
Healthcare providers/
institutions



Financial
institutions



Retailers/Online
shopping sites



Government



Social media
providers



28%

of those with
a social media
account have
deleted one
due to privacy
concerns in the
past 12 months

Consumers view data protection as a right – not a privilege

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

Social media providers



72%



Retailers/Online shopping sites



58%



Healthcare providers/institutions



57%



Financial institutions



56%



Many US Consumers Are Willing to Sell (Or Give Away) Certain Personal Information

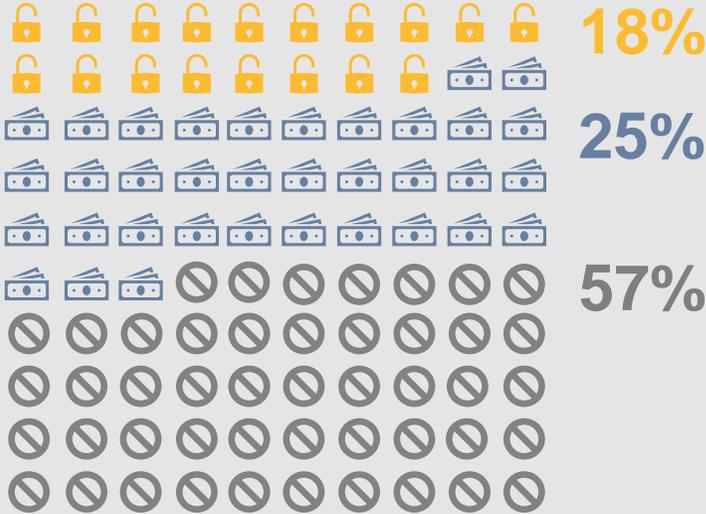
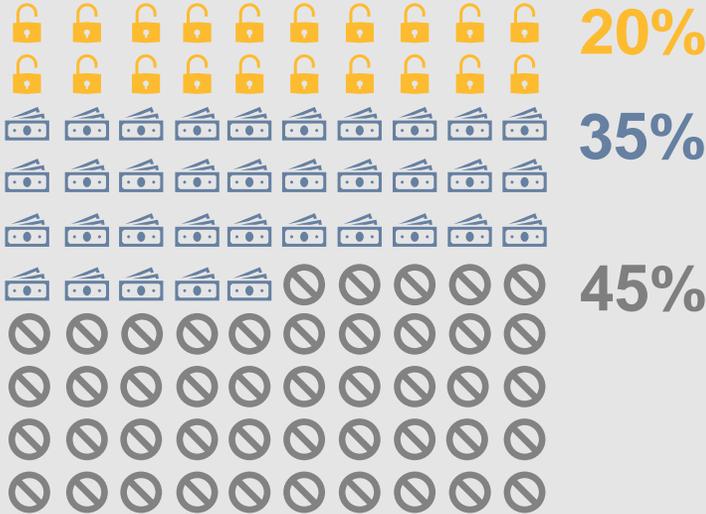
Price (per month) for Providing Access to Personal Information (Global Total)

 would give for free
  need to be paid
  would not sell

Internet Search History

Location

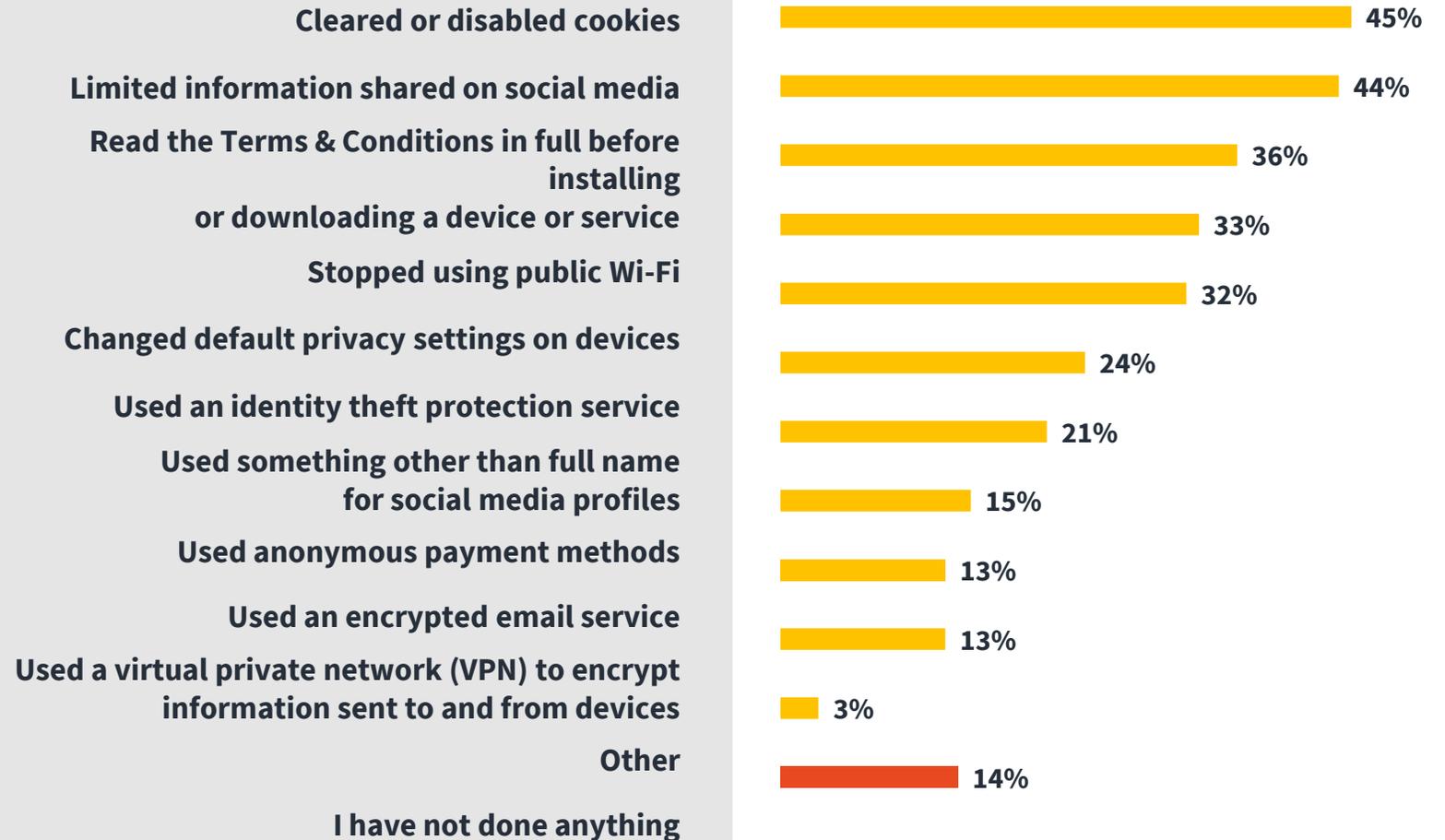
Identification Document Information *(such as passport or driver's license information)*



Steps Taken to Protect Personal Information/Online Activities

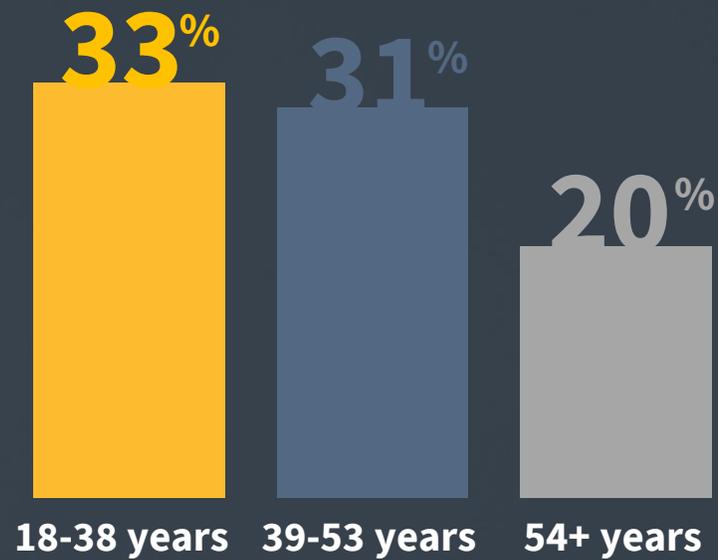
86%

have taken at least one step

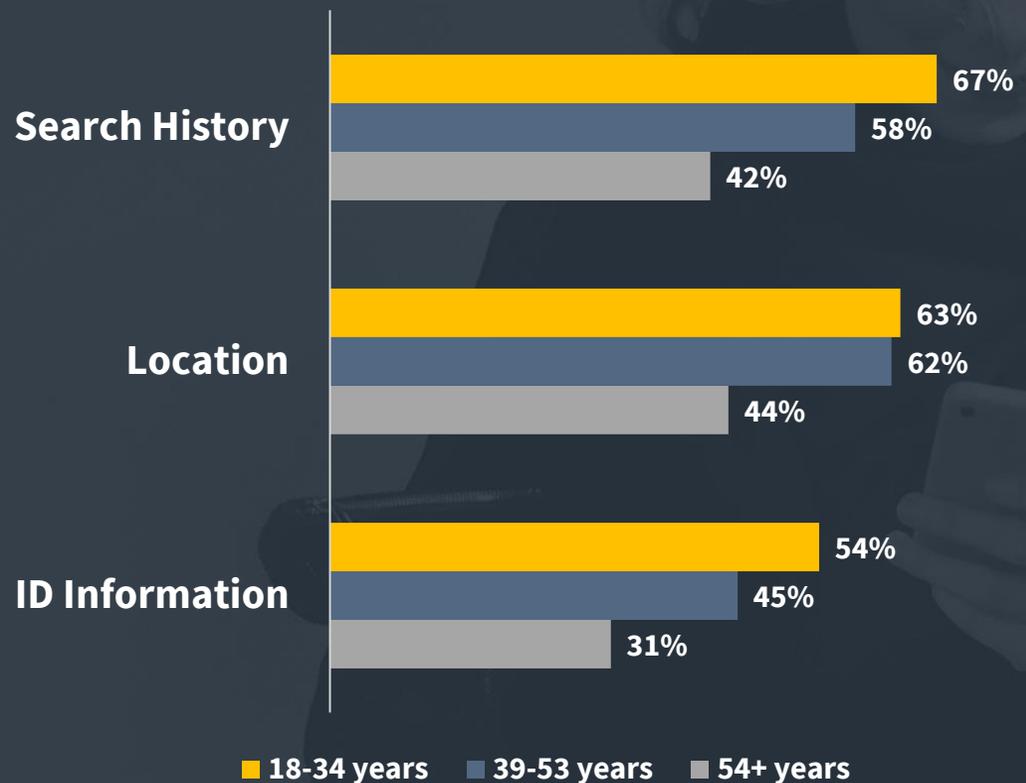


Younger generations are more inclined to take action on social media accounts.

Those with a social media account who deleted one in the past 12 months due to privacy concerns

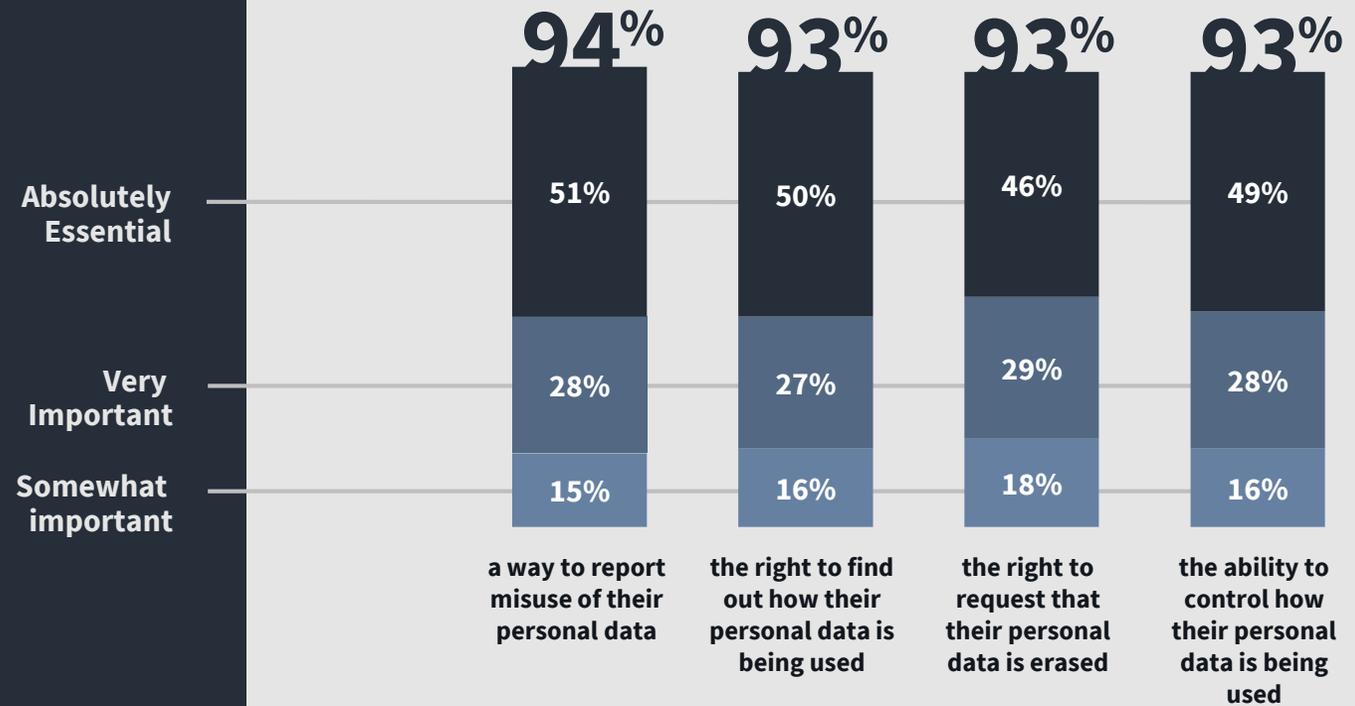


However, younger generations are more likely than older generations to be willing to sell or give away their personal information



Control is at the heart of our privacy paradox

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



A child's hands are shown holding a smartphone, with the phone's screen and camera visible. The background is a dark blue gradient. The text 'Children and Identity Theft' is overlaid in a large, bold, yellow font.

Children and Identity Theft

Nearly

1 *in*
4

**Experienced Identity Theft, With Over
13 Million Impacted in the Past Year**

**Have Ever Experienced
Identity Theft**

23%


**Impacting over 59
million US
consumers**

**Experienced Identity Theft
in the Past 12 Months**

5%


**Impacting over 13
million US consumers
in the past year**

Most characterize identity theft as an ‘adult problem’

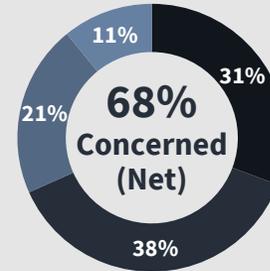
62%

of Parents of Minors
Don't Know That
Children Under 18
Are at Risk

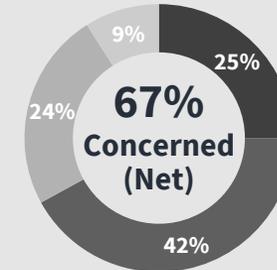
Parents' Concern That Their Child Will Experience Identity Theft...

(among parents of minors)

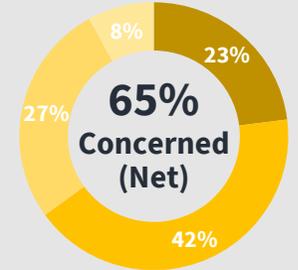
- Very concerned
- Somewhat concerned
- Not very concerned
- Not at all concerned



Because of an action their child(ren) has taken



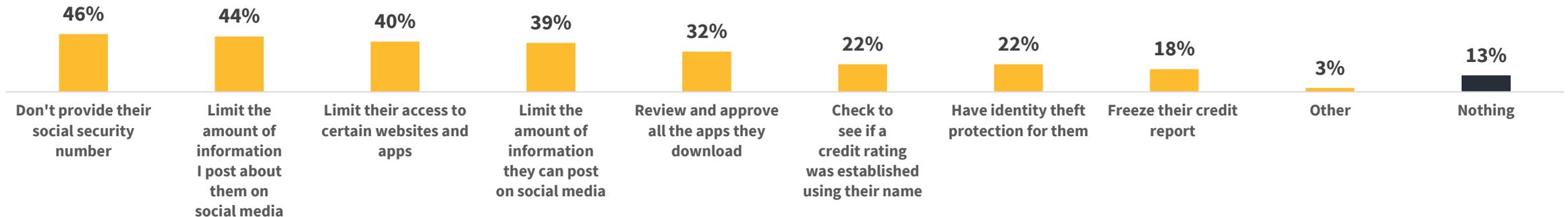
Because of an action they have taken

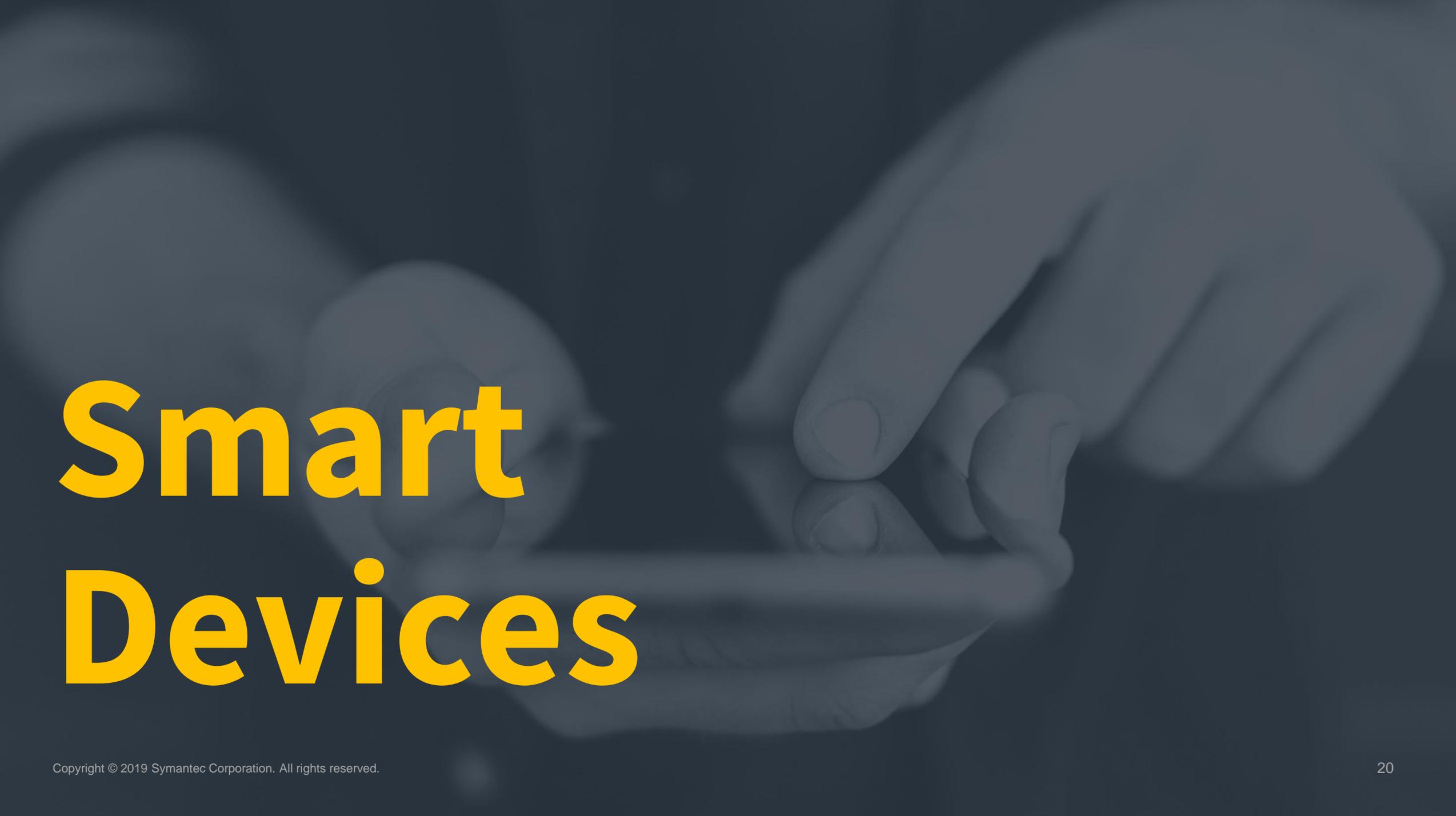


Because of an action they have not taken

Steps Parents Have Taken to Protect Child's Identity

(among parents of minors)

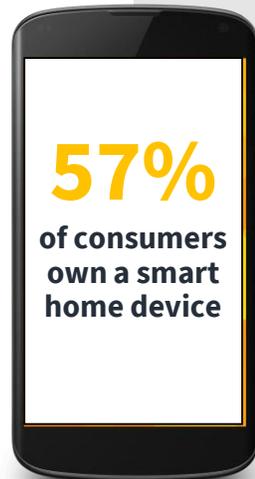
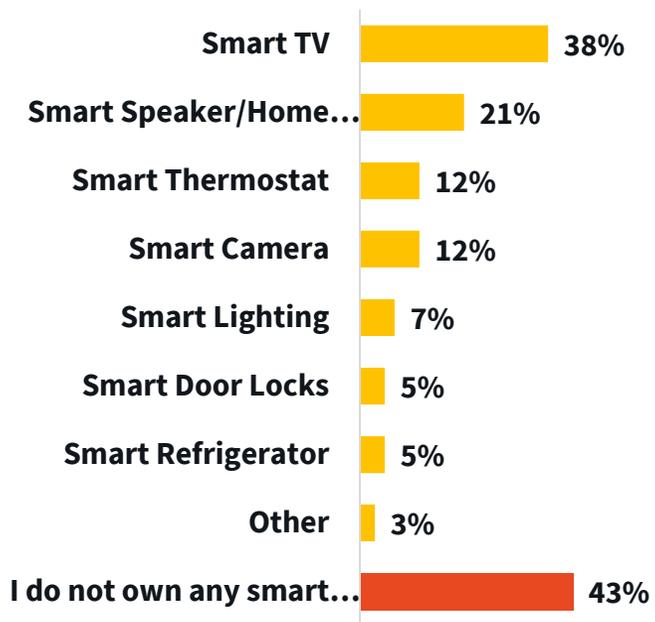


A hand holding a smartphone, with the text "Smart Devices" overlaid in yellow.

Smart Devices

Over Half of US Consumers Own a Smart Home Device; Risks of Unauthorized Access Are Fairly Well Known

Smart Home Devices Owned



of consumers don't know that smart devices can be hacked

30% vs. 19%
Interestingly, those who own a smart home device are *more likely* than those who don't to believe that smart devices can't be hacked

Smart Home Device Facts

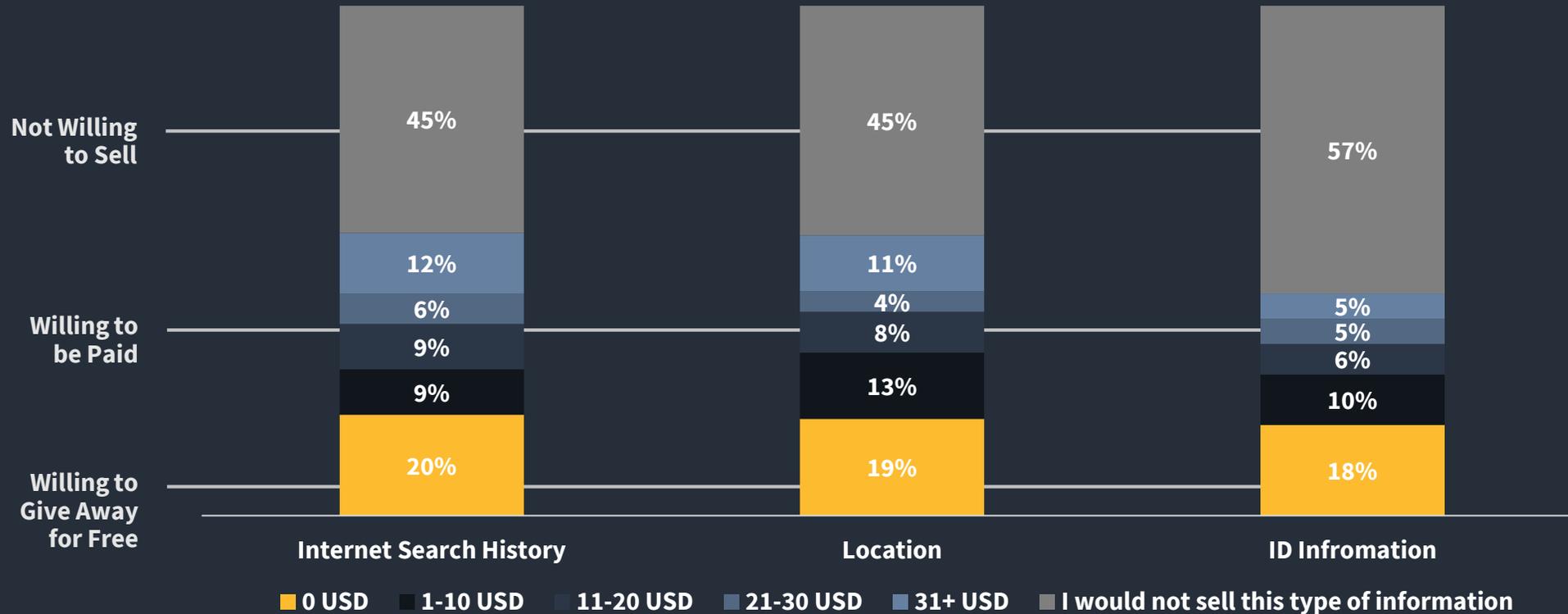
(% Answered Correctly)





Appendix

How much money would a company need to pay you per month in order to have access to the following types of personal information?



How much would you be willing to pay per month to each of the following to ensure your personal information is protected?

