Cyber Safety Insights Report
United States (US) Results

Prepared by
The Harris Poll
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
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

I am more likely to get the flu: 38%
I am more likely to get a flat tire: 36%
I am more likely to lose my mobile phone: 34%
I am more likely to get food poisoning: 18%
I am more likely to win the lottery: 9%
I am more likely to get struck by lightning: 7%
Majority of Americans Expect to Experience Cyber Crime 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

- Detected malicious software on a computer, Wi-Fi network, smartphone, tablet, smart home, or other connected device: 26%
- Learned your personal information was exposed in a data breach: 20%
- Detected unauthorized access on an email account: 14%

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
The Privacy Paradox

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

I am more alarmed than ever about my privacy

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Somewhat agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>31%</td>
<td>42%</td>
</tr>
</tbody>
</table>

% Agree

I accept certain risks to my online privacy to make my life more convenient

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Somewhat agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>17%</td>
<td>49%</td>
</tr>
</tbody>
</table>

% Agree

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

I want to do more to protect my privacy

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Somewhat agree</th>
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<tbody>
<tr>
<td>43%</td>
<td>41%</td>
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</table>

% Agree

I don’t know how to protect my privacy

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Somewhat agree</th>
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<tbody>
<tr>
<td>11%</td>
<td>32%</td>
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</table>
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: 27%
Financial institutions: 25%
Retailers/Online shopping sites: 17%
Government: 12%
Social media providers: 6%

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

<table>
<thead>
<tr>
<th>% Not Willing to Pay Organizations to Ensure Protection of Personal Information</th>
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</thead>
<tbody>
<tr>
<td><strong>Social media providers</strong></td>
</tr>
<tr>
<td><strong>Retailers/Online shopping sites</strong></td>
</tr>
<tr>
<td><strong>Healthcare providers/institutions</strong></td>
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<tr>
<td><strong>Financial institutions</strong></td>
</tr>
</tbody>
</table>
Many US Consumers Are Willing to Sell (Or Give Away) Certain Personal Information

<table>
<thead>
<tr>
<th>Personal Information</th>
<th>Would Give for Free</th>
<th>Need to Be Paid</th>
<th>Would Not Sell</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Search History</td>
<td>20%</td>
<td>35%</td>
<td>45%</td>
</tr>
<tr>
<td>Location</td>
<td>19%</td>
<td>36%</td>
<td>45%</td>
</tr>
<tr>
<td>Identification Document Information (such as passport or driver’s license information)</td>
<td>18%</td>
<td>25%</td>
<td>57%</td>
</tr>
</tbody>
</table>

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Steps Taken to Protect Personal Information/Online Activities

86% have taken at least one step

- Cleared or disabled cookies
- Limited information shared on social media
- Read the Terms & Conditions in full before installing or downloading a device or service
- Stopped using public Wi-Fi
- Changed default privacy settings on devices
- Used an identity theft protection service
- Used something other than full name for social media profiles
- Used anonymous payment methods
- Used an encrypted email service
- Used a virtual private network (VPN) to encrypt information sent to and from devices
- Other
- I have not done anything
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…

- **Absolutely Essential**
  - A way to report misuse of their personal data: 51% (94%)
  - The right to find out how their personal data is being used: 50% (93%)
  - The right to request that their personal data is erased: 46% (93%)
  - The ability to control how their personal data is being used: 49% (93%)

- **Very Important**
  - A way to report misuse of their personal data: 28% (27%)
  - The right to find out how their personal data is being used: 27% (29%)
  - The right to request that their personal data is erased: 29% (28%)
  - The ability to control how their personal data is being used: 28% (28%)

- **Somewhat Important**
  - A way to report misuse of their personal data: 15% (16%)
  - The right to find out how their personal data is being used: 16% (18%)
  - The right to request that their personal data is erased: 18% (16%)
  - The ability to control how their personal data is being used: 16% (16%)
Children and Identity Theft
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: 31%
- Somewhat concerned: 38%
- Not very concerned: 21%
- Not at all concerned: 10%

Because of an action their child(ren) has taken:
- 68% Concerned (Net)

Because of an action they have taken:
- 67% Concerned (Net)

Because of an action they have not taken:
- 65% Concerned (Net)

Steps Parents Have Taken to Protect Child’s Identity
(among parents of minors)

- Don’t provide their social security number: 46%
- Limit the amount of information I post about them on social media: 44%
- Limit their access to certain websites and apps: 40%
- Limit the amount of information they can post on social media: 39%
- Review and approve all the apps they download: 32%
- Check to see if a credit rating was established using their name: 22%
- Have identity theft protection for them: 22%
- Freeze their credit report: 18%
- Other: 3%
- Nothing: 13%
Smart Devices
Over Half of US Consumers Own a Smart Home Device; Risks of Unauthorized Access Are Fairly Well Known

57% of consumers own a smart home device

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 Devices Owned

- **Smart TV**: 38%
- **Smart Speaker/Home**: 21%
- **Smart Thermostat**: 12%
- **Smart Camera**: 12%
- **Smart Lighting**: 7%
- **Smart Door Locks**: 5%
- **Smart Refrigerator**: 5%
- **Other**: 3%
- **I do not own any smart devices**: 43%

Smart Home Device Facts (% Answered Correctly)

- **Someone can gain unauthorized access to smart baby monitors to spy on children**: 77%
- **Someone can gain unauthorized access to a smart door lock and break into a home**: 78%
- **If someone gains unauthorized access to an email account, all the devices that are linked to that email could be accessed**: 80%
How much money would a company need to pay you per month in order to have access to the following types of personal information?

- **Internet Search History**
  - Not Willing to Sell: 45%
  - Willing to be Paid: 12%
  - Willing to Give Away for Free: 20%

- **Location**
  - Not Willing to Sell: 45%
  - Willing to be Paid: 11%
  - Willing to Give Away for Free: 19%

- **ID Information**
  - Not Willing to Sell: 57%
  - Willing to be Paid: 5%
  - Willing to Give Away for Free: 18%

Categories:
- 0 USD
- 1-10 USD
- 11-20 USD
- 21-30 USD
- 31+ USD
- I would not sell this type of information
How much would you be willing to pay per month to each of the following to ensure your personal information is protected?

- **Social Media Providers**: 16% willing to pay, 72% somewhat important.
- **Retailers/Online Shopping Sites**: 22% willing to pay, 58% somewhat important.
- **Healthcare Institutions**: 21% willing to pay, 57% somewhat important.
- **Financial Institutions**: 23% willing to pay, 56% somewhat important.