

2013 NORTON REPORT



DENMARK



GLOBALLY
(24 countries)

CYBERCRIME EXPERIENCES

• Adults who have experienced cybercrime in their lifetime	50%	61%
• Adults who experienced cybercrime in the past 12 months	30%	41%
• Adults who have been victim of cybercrime and risky behaviors	34%	50%
• Number of victims in the past 12 months	1m	378 m
• Percentage of males who have been victim of cybercrime in their lifetime	51%	64%
• Percentage millennials who have been victim of cybercrime in their lifetime	54%	66%

CYBERCRIME COSTS

• Total cost of cybercrime in the past 12 months	US\$189 m	US\$113 bn
• Average direct cost per cybercrime victim in the past 12 months	US\$216	US\$298

CYBERCRIME GOES MOBILE BUT SECURITY IS LEFT BEHIND

• Smartphone users who have experienced mobile cybercrime in the past 12 months	16%	38%
• Smartphone users who have a basic free security software	24%	33%
• Tablet users who have a basic free security software	27%	42%
• Adults who have lost their mobile device or had it stolen	16%	27%
• Mobile device users who aren't aware that security solutions for mobile devices exist	63%	57%

LINES BLURRED BETWEEN WORK AND PLAY

• Working adults who use their personal device for both work and play	28%	49%
• Working adults who access or send personal emails through their work device **	45%	49%
• Working adults who store personal info on their work device **	14%	27%
• Working adults who access their social network through their work device **	27%	34%
• Working adults who say their company has no policy on the use of personal devices for work *	54%	36%
• Parents who let their kids play, download and shop on work devices **	8%	30%
• Adults who share work information with friends through online storage sites	5%	18%
• Adults who share work information with family through online storage sites	7%	21%
• Online file storage users who use the same online file storage account for both work and personal documents	15%	24%

LOW MOBILE SECURITY IQ

• Smartphone users who delete suspicious emails from people they don't know	59%	56%
• Smartphone users who avoid storing sensitive files online	53%	48%

RISKY BEHAVIOR ON SOCIAL MEDIA

• Social network users who do not log out after each session	51%	39%
• Social network users who share their social media passwords with others	30%	25%
• Social network users who connect with people they do not know	40%	31%

RISKY INFORMATION SHARING HABITS

• Online file storage users who think that online file storage is safe	55%	50%
• Adults who use public or unsecured Wi-Fi	47%	59%
• Wi-Fi users who access or send personal emails on public or unsecure Wi-Fi	53%	54%
• Wi-Fi users who use public or unsecure Wi-Fi to access their social networks	53%	56%
• Wi-Fi users who use public or unsecure Wi-Fi to shop online	13%	29%
• Wi-Fi users who access their bank account on public or unsecure Wi-Fi	23%	29%

*Among those who use the same device for work and play

**Among those who use devices provided by their employer