

2017

**Norton Cyber Security Insights Report
Canadian Results**

Table of Contents

1. Cybercrime by the Numbers	3 – 7
2. Portrait of a Canadian Cybercrime Victim	8 – 11
3. Consumers' Contradicting Beliefs	12 – 15
4. State of Consumers' Trust	16 – 17
5. About the 2017 Norton Cyber Security Insights Report	18 – 21

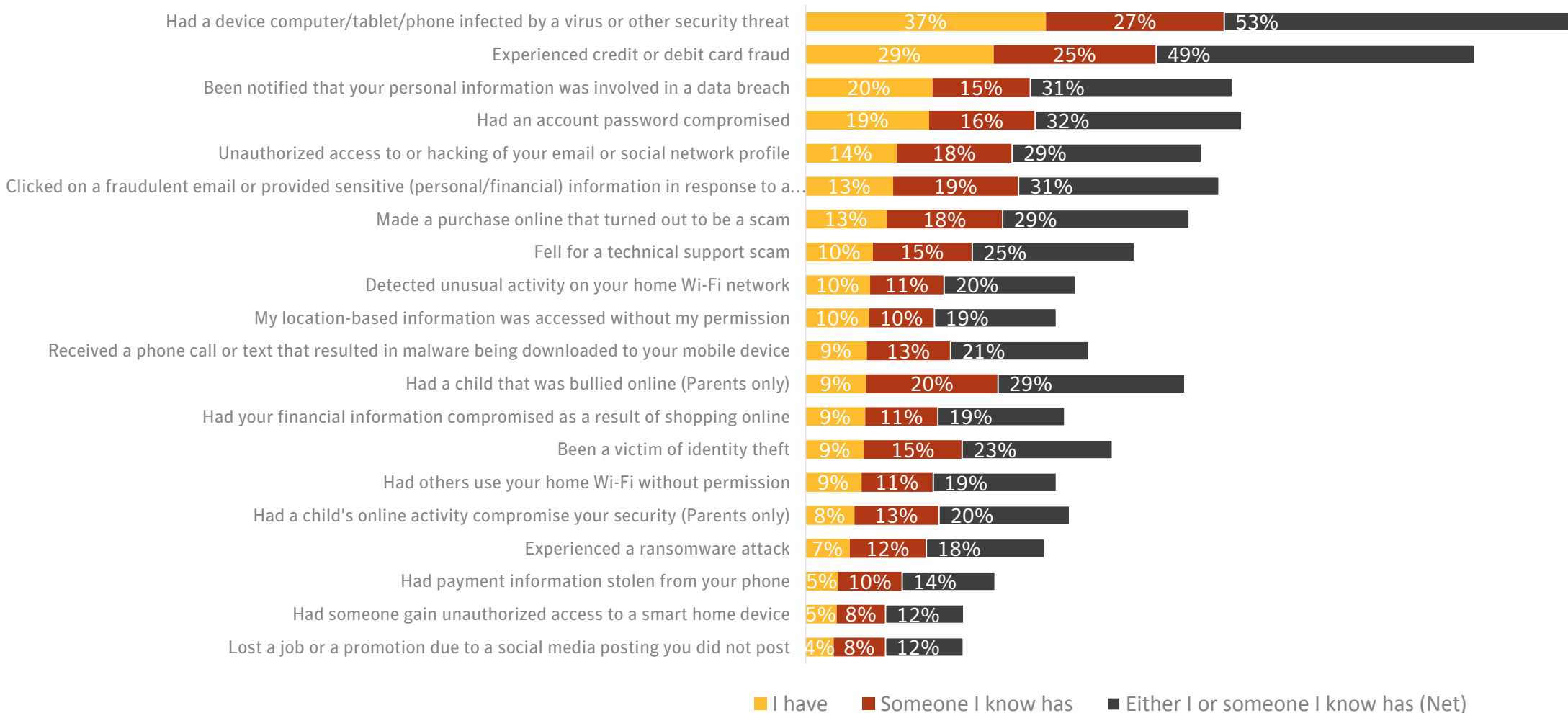


Cybercrime by the Numbers

Within the last year, **10 million people** in Canada experienced cybercrime.



53 per cent of Canadians were impacted by an online security threat or know someone who was



Cybercrime victims spent nearly **\$1.8 billion dealing with the consequences**

**The
average
victim lost
CAD
\$69**

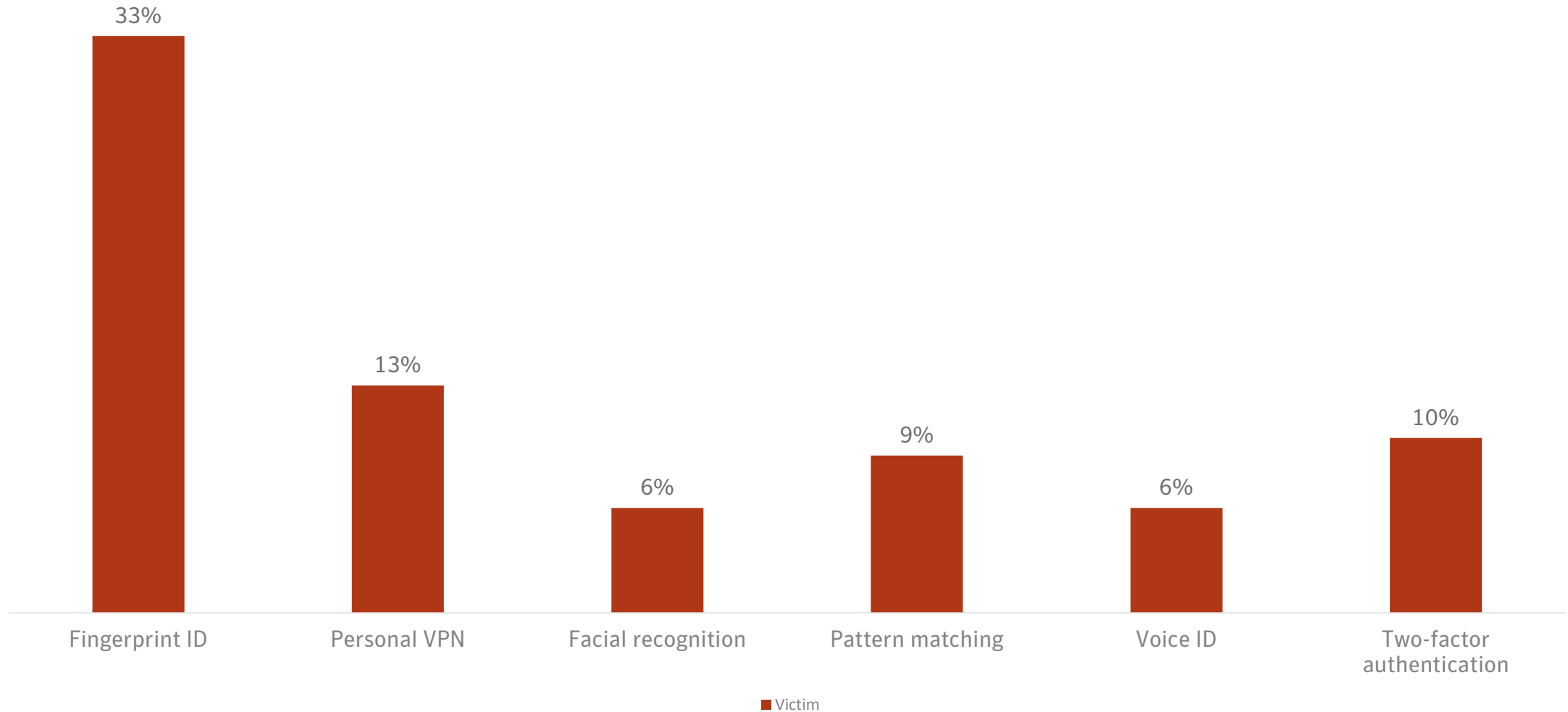
The average cybercrime victim spent **10 hours dealing with the aftermath**





Portrait of a Cybercrime Victim in Canada

They're adopters of newer security techniques



They're **more likely to own a smart device for streaming content than non-victims.**

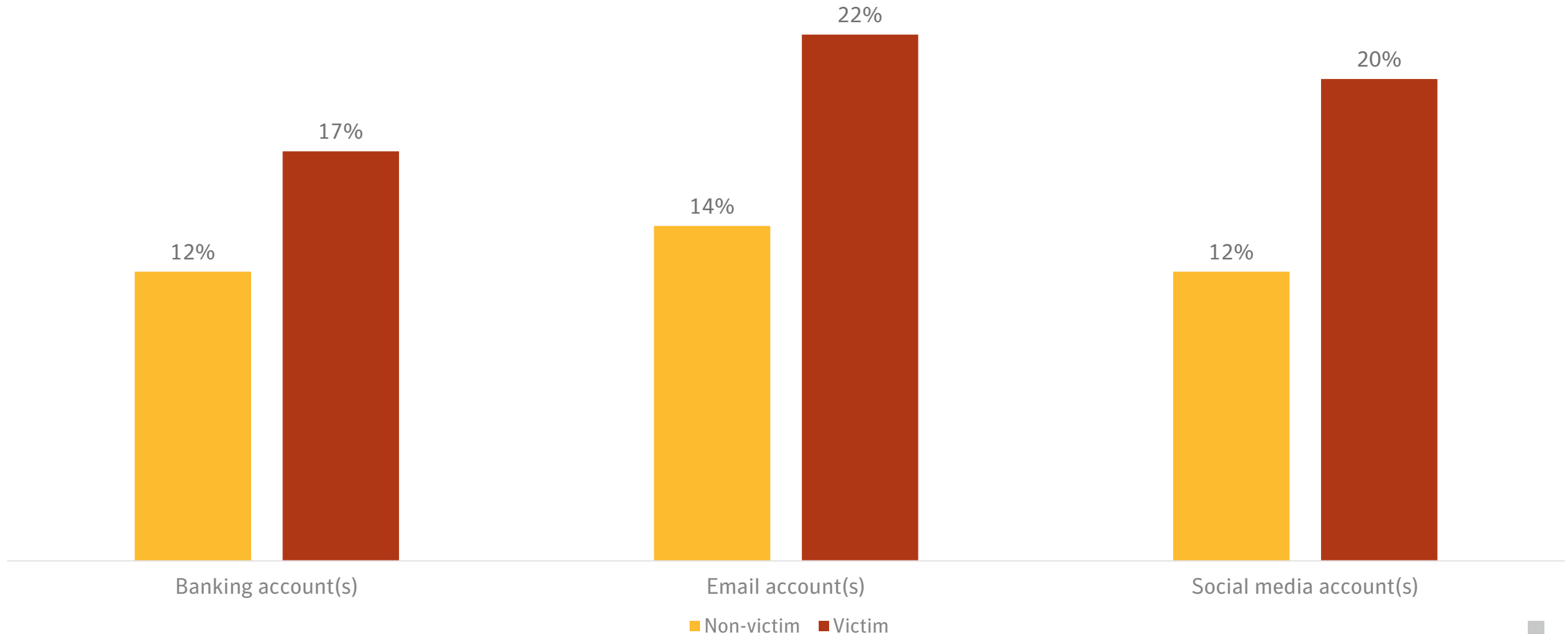
34%

Of Canadian
cybercrime victims
owned a smart
device for streaming
content

25%

Of non-cybercrime
victims in Canada
owned a smart
device for streaming
content

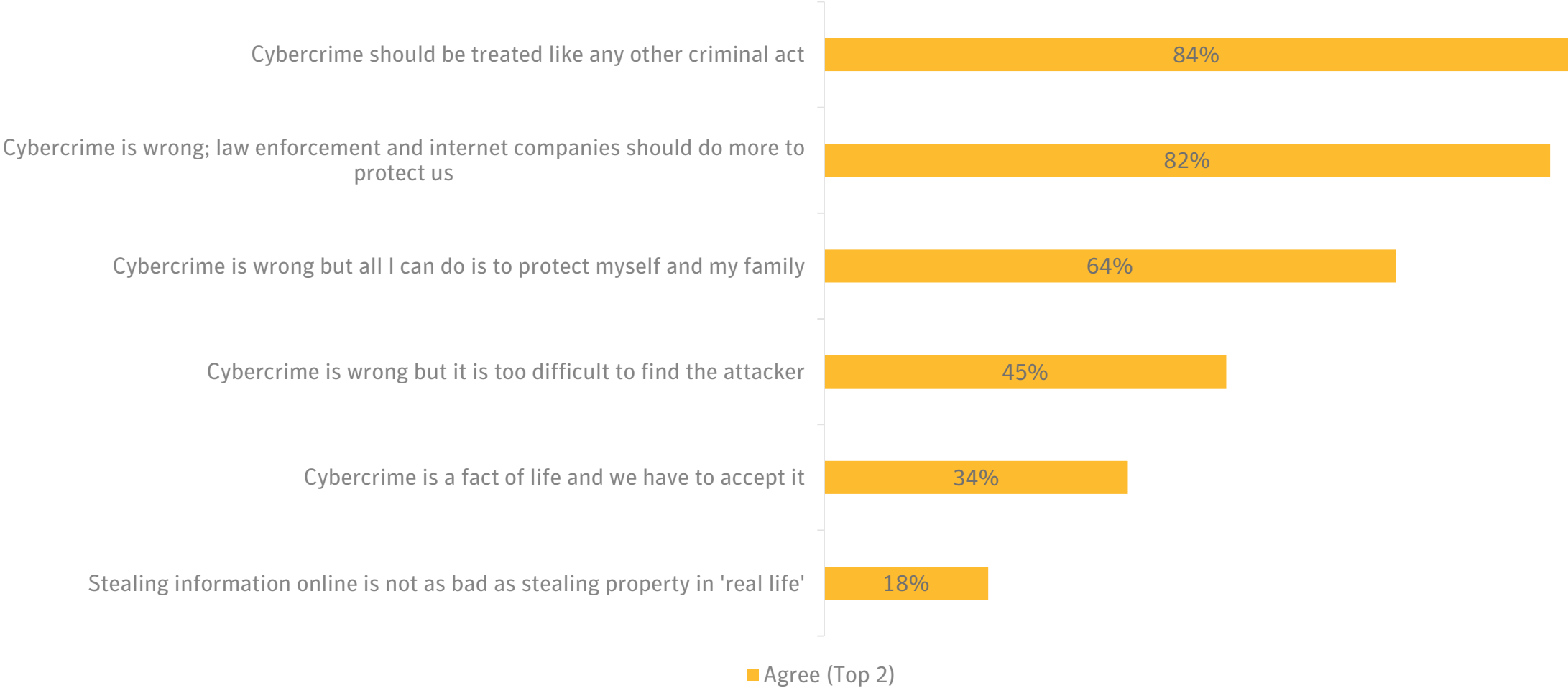
They're also **more likely to share their passwords for sensitive services** such as banking, social media and email accounts than non-victims.





Consumers' Contradicting Beliefs

Consumers believe cybercrime is wrong and should be treated as a **criminal act**



Yet, **38 per cent** believe it's sometimes acceptable to engage in morally questionable online behaviors



18 per cent believe stealing information online is not as bad as stealing property in 'real life'

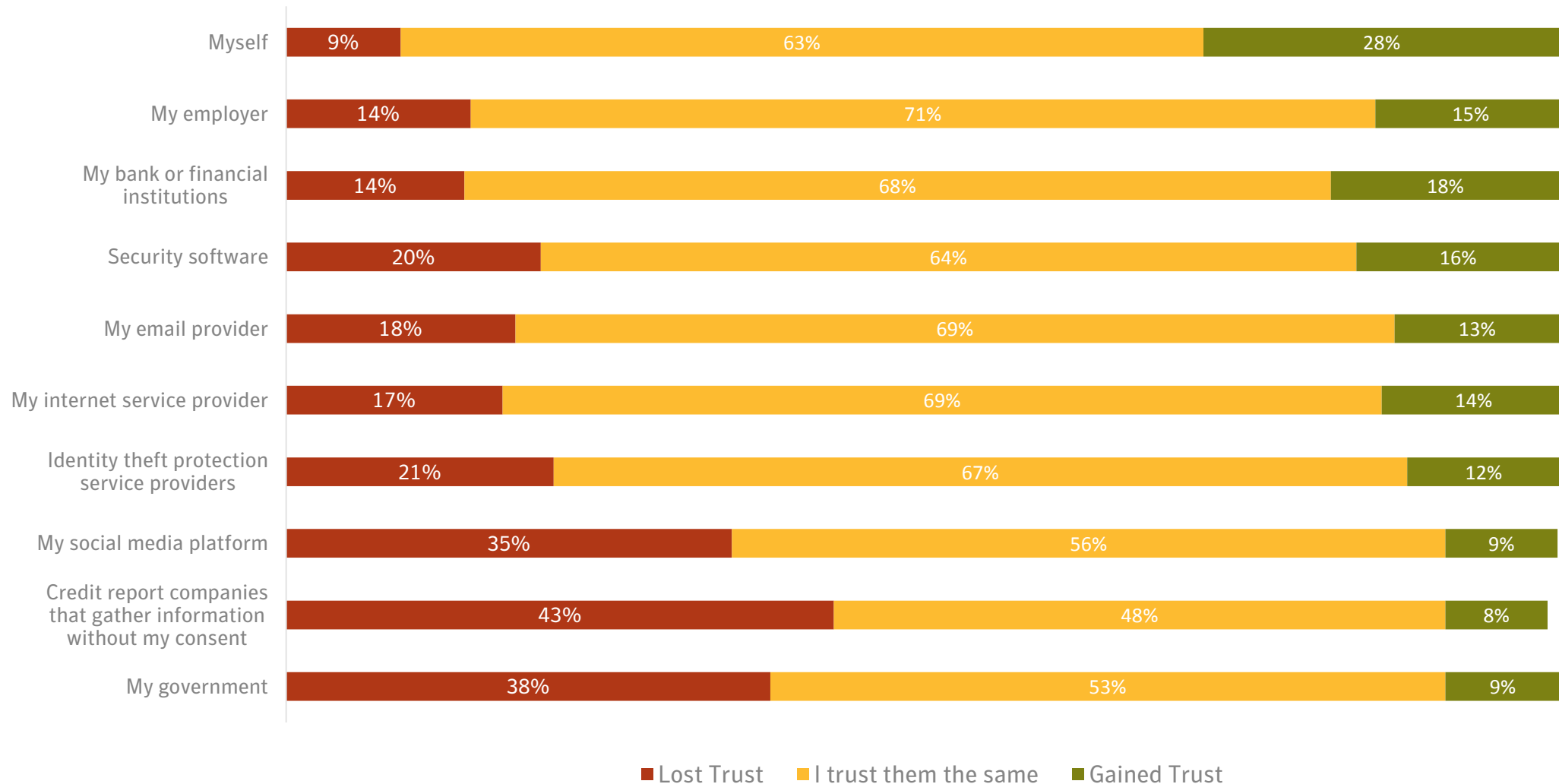


■ Agree (Top 2) ■ Disagree (Bottom 2)



State of Consumers' Trust

Consumers generally continue to trust the institutions that manage their data and personal information





About the 2017 Norton Cyber Security Insights Report

About the 2017 Norton Cyber Security Insights Report

The Norton Cyber Security Insights Report is an online survey of 21,549 individuals ages 18+ across 20 markets, commissioned by Norton by Symantec and produced by research firm Reputation Leaders. The margin of error for the total sample is +/- .7 per cent. The Canada sample reflects input from 1,120 Canadian adults ages 18+. The margin of error is +/- 2.9 per cent for the total Canada sample. Data was collected Oct. 5 – Oct. 24, 2017 by Reputation Leaders.

Markets: 20

North America

Canada, United States

Europe & Middle East

France, Germany, Italy, Netherlands, Spain, Sweden, United Arab Emirates, United Kingdom

Asia Pacific

Australia, China, Hong Kong, India, Indonesia, Japan, New Zealand, Singapore

Latin America

Brazil, Mexico

How We Define Cybercrime

The definition of cybercrime continues to evolve as avenues open up that allow cybercriminals to target consumers in new ways. Each year, we will evaluate current cybercrime trends and update the report's methodology as needed, to ensure the Norton Cyber Security Insights Report provides an accurate snapshot of the impact of cybercrime as it stands today. In the 2017 Norton Cyber Security Insights Report, a cybercrime is defined as, but not limited to, a number of specific actions, including identity theft, credit card fraud or having your account password compromised. For the purposes of this report, a cybercrime victim is a survey respondent who confirmed one or more of these incidents took place. Visit <https://www.symantec.com/about/newsroom/press-kits> to learn more.

Demographics Breakdown (Canada)

