

Norton Cyber Security Insights Report 2016

Global Comparisons



TOP FINDINGS	BRAZIL	GLOBAL (21 countries)
Total consumers affected by cybercrime in past year	42.4 million (39%)	689.4 million (31%)
Total financial cost of cybercrime in past year	\$10.3 billion (USD)	\$125.9 billion (USD)
Total time lost to cybercrime in past year	16.9 hours	19.7 hours
Most common cybercrimes consumers report ever personally experiencing	Mobile device theft: 25% Account password compromised: 22% Email hacked: 17%	Account password compromised: 18% Email hacked: 16% Mobile device theft: 15%
Percent who cannot identify a phishing email or have to guess if the email is legitimate	44%	41%
Percentage who experienced a negative outcome after responding to a potential phishing email	83%	80%
Percent who think they know how to determine whether the Wi-Fi network they are using is secure.	59%	48%
Respondents are most likely to protect this connected home device	Home entry/security system: 76%	Home entry/security system: 76%
Percent believing connected home devices offer hackers new ways to steal data	64%	72%
Percent who think connected home devices are designed with security in mind	69%	62%
Percent with at least one unprotected device	37%	35%
Percent confident in their ability to keep personal information safe online	44%	40%
Percent believing it's become harder to stay safe and secure online over the past 5 years	62%	63%
Percentage of parents who believe their children are more likely to be bullied online than on a playground	49%	48%
Percent who think children are exposed to more online dangers now than 5 years ago	79%	78%

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