

# Norton Cyber Security Insights Report 2016

## Global Comparisons



TOP FINDINGS	UK	GLOBAL (21 countries)
Total consumers affected by cybercrime in past year (Total in previous year)	<b>13.8 million (24%)</b> (12.4 million)	689.4 million (31%)
Total financial cost of cybercrime in past year (Total in previous year)	<b>£1.8 billion GBP / \$2 billion USD</b> (£1.7 billion / \$2.5 billion USD)	\$125.9 billion USD
Total time lost to cybercrime in past year (Total in previous year)	<b>11.5 hours</b> (9 hours)	19.7 hours
Those most affected by cybercrime in the past year	<b>Millennials: 36%</b> <b>Frequent travellers : 35%</b> <b>Parents: 34%</b>	Millennials: 40% Parents: 40% Frequent travellers: 40%
Percent who cannot identify a phishing email or have to guess if the email is legitimate	<b>38%</b>	41%
Percent who experienced a negative outcome after responding to a potential phishing email	<b>77%</b>	80%
Percent who think they know how to determine whether the Wi-Fi network they are using is secure	<b>46%</b>	48%
Percent who feel overwhelmed about the amount of information they need to protect on a daily basis	<b>43%</b>	39%
Percent believing connected home devices offer hackers new ways to steal data	<b>78%</b>	72%
Percent of consumers who only use secure passwords when required	<b>34%</b>	42%
Percent with at least one unprotected device	<b>40%</b>	35%
Percent confident in their ability to keep personal information safe online	<b>46%</b>	40%
Percent believing it's become harder to stay safe and secure online over the past 5 years	<b>68%</b>	63%
Percent willing to install a third-party program to access free Wi-Fi	<b>12%</b>	21%
According to consumers, those who should be responsible for teaching people to stay safe and secure online	<b>Internet Providers: 69%</b> <b>Individuals: 66%</b> <b>Tech companies: 56%</b>	Internet Providers: 64% Individuals: 62% Tech companies: 57%