

2013 NORTON REPORT



BRAZIL



GLOBALLY
(24 countries)

CYBERCRIME EXPERIENCES

• Adults who have experienced cybercrime in their lifetime	60%	61%
• Adults who experienced cybercrime in the past 12 months	45%	41%
• Adults who have been victim of cybercrime and risky behaviors	60%	50%
• Number of victims in the past 12 months	22 m	378 m
• Percentage of males who have been victim of cybercrime in their lifetime	65%	64%
• Percentage millennials who have been victim of cybercrime in their lifetime	66%	66%

CYBERCRIME COSTS

• Total cost of cybercrime in the past 12 months	US\$8 bn	US\$113 bn
• Average direct cost per cybercrime victim in the past 12 months	US\$363	US\$298

CYBERCRIME GOES MOBILE BUT SECURITY IS LEFT BEHIND

• Smartphone users who have experienced mobile cybercrime in the past 12 months	57%	38%
• Smartphone users who have a basic free security software	49%	33%
• Tablet users who have a basic free security software	61%	42%
• Adults who have lost their mobile device or had it stolen	40%	27%
• Mobile device users who aren't aware that security solutions for mobile devices exist	47%	57%

LINES BLURRED BETWEEN WORK AND PLAY

• Working adults who use their personal device for both work and play	58%	49%
• Working adults who access or send personal emails through their work device *	53%	49%
• Working adults who store personal info on their work device *	27%	27%
• Working adults who access their social network through their work device *	41%	34%
• Working adults who say their company has no policy on the use of personal devices for work *	33%	36%
• Parents who let their kids play, download and shop on work devices **	66%	30%
• Adults who share work information with friends through online storage sites	28%	18%
• Adults who share work information with family through online storage sites	36%	21%
• Online file storage users who use the same online file storage account for both work and personal documents	19%	24%

LOW MOBILE SECURITY IQ

• Smartphone users who delete suspicious emails from people they don't know	61%	56%
• Smartphone users who avoid storing sensitive files online	55%	48%

RISKY BEHAVIOR ON SOCIAL MEDIA

• Social network users who do not log out after each session	33%	39%
• Social network users who share their social media passwords with others	23%	25%
• Social network users who connect with people they do not know	31%	31%

RISKY INFORMATION SHARING HABITS

• Online file storage users who think that online file storage is safe	62%	50%
• Adults who use public or unsecured Wi-Fi	61%	59%
• Wi-Fi users who access or send personal emails on public or unsecure Wi-Fi	56%	54%
• Wi-Fi users who use public or unsecure WI-FI to access their social networks	68%	56%
• Wi-Fi users who use public or unsecure Wi-Fi to shop online	29%	29%
• Wi-Fi users who access their bank account on public or unsecure Wi-Fi	28%	29%

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

**Among those who use devices provided by their employer