

# 2013 NORTON REPORT



**COLOMBIA**



**GLOBALLY**  
(24 countries)

## CYBERCRIME EXPERIENCES

• Adults who have experienced cybercrime in their lifetime	64%	61%
• Adults who experienced cybercrime in the past 12 months	45%	41%
• Adults who have been victim of cybercrime and risky behaviors	57%	50%
• Number of victims in the past 12 months	6 m	378 m
• Percentage of males who have been victim of cybercrime in their lifetime	74%	64%
• Percentage millennials who have been victim of cybercrime in their lifetime	70%	66%

## CYBERCRIME COSTS

• Total cost of cybercrime in the past 12 months	US\$464 m	US\$113 bn
• Average direct cost per cybercrime victim in the past 12 months	US\$74	US\$298

## CYBERCRIME GOES MOBILE BUT SECURITY IS LEFT BEHIND

• Smartphone users who have experienced mobile cybercrime in the past 12 months	42%	38%
• Smartphone users who have a basic free security software	45%	33%
• Tablet users who have a basic free security software	51%	42%
• Adults who have lost their mobile device or had it stolen	65%	27%
• Mobile device users who aren't aware that security solutions for mobile devices exist	66%	57%

## LINES BLURRED BETWEEN WORK AND PLAY

• Working adults who use their personal device for both work and play	65%	49%
• Working adults who access or send personal emails through their work device **	64%	49%
• Working adults who store personal info on their work device **	42%	27%
• Working adults who access their social network through their work device **	52%	34%
• Working adults who say their company has no policy on the use of personal devices for work *	38%	36%
• Parents who let their kids play, download and shop on work devices **	29%	30%
• Adults who share work information with friends through online storage sites	30%	18%
• Adults who share work information with family through online storage sites	35%	21%
• Online file storage users who use the same online file storage account for both work and personal documents	33%	24%

## LOW MOBILE SECURITY IQ

• Smartphone users who delete suspicious emails from people they don't know	66%	56%
• Smartphone users who avoid storing sensitive files online	58%	48%

## RISKY BEHAVIOR ON SOCIAL MEDIA

• Social network users who do not log out after each session	14%	39%
• Social network users who share their social media passwords with others	13%	25%
• Social network users who connect with people they do not know	14%	31%

## RISKY INFORMATION SHARING HABITS

• Online file storage users who think that online file storage is safe	50%	50%
• Adults who use public or unsecured Wi-Fi	62%	59%
• Wi-Fi users who access or send personal emails on public or unsecure Wi-Fi	62%	54%
• Wi-Fi users who use public or unsecure WI-FI to access their social networks	73%	56%
• Wi-Fi users who use public or unsecure Wi-Fi to shop online	26%	29%
• Wi-Fi users who access their bank account on public or unsecure Wi-Fi	32%	29%

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

\*\*Among those who use devices provided by their employer