

Norton Cybersecurity Insights Report

Global Comparisons



TOP FINDINGS	CANADA	GLOBAL (17 countries)
Amount consumers lost to cybercrime in the past year	\$2 billion (CAD)	\$150 billion (USD)
Respondents who worry they will be a victim of online crime	86%	80%
People who think using public Wi-Fi is riskier than using a public restroom	61%	60%
Average amount of time consumers lost dealing with the impact of online crime	11 hours	21 hours
Respondents who believe they're more likely to have their credit card details stolen while shopping online than their wallet	74%	62%
Consumers who "always" use a secure password	38%	38%
The average number of passwords and types of accounts consumers share	2 Accounts Email 52% Social Media 43% Bank Account 29%	2 Accounts Email 55% Social Media 43% Bank Account 27%
Consumers who feel completely in control over their online security	11%	15%
Consumers who would feel devastated if their personal financial information (bank and credit card details) was compromised	85%	81%
Respondents who think they're more likely to be bullied online than at school/work	Bullied Online 56% at School/Work 44%	Bullied Online 53% at School/Work 47%
Parents who worry their children will do something that makes the entire family vulnerable to online crime	35%	47%
Respondents who are confident they know what to do if they become a victim of online crime	37%	30%
Respondents who would rather cancel dinner plans with their best friend than cancel their debit/credit card	70%	51%
Consumers who believe that dealing with the consequences of a stolen identity is more stressful than preparing for a presentation at work or sitting next to a screaming baby	Stolen Identity 78% Presentation at Work . . . 41% Screaming Baby 56%	Stolen Identity 74% Presentation at Work . . . 45% Screaming Baby 54%
Millennials who say they aren't "interesting enough" to be a target of online crime, despite having experienced it	Millennials – "I'm not interesting enough" . . . 28% Experienced online crime 54%	Millennials – "I'm not interesting enough" . . . 38% Experienced online crime 56%
Gender most likely to share passwords	Men 17% Women 30%	Men 20% Women 25%