



2012 NORTON CYBERCRIME REPORT

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24 COUNTRIES

AUSTRALIA, BRAZIL, CANADA, CHINA, COLOMBIA, DENMARK, FRANCE, GERMANY, INDIA, ITALY, JAPAN, MEXICO, NETHERLANDS, NEW ZEALAND, POLAND, RUSSIA, SAUDI ARABIA, SINGAPORE, SOUTH AFRICA, SWEDEN, TURKEY, UNITED ARAB EMIRATES, UNITED KINGDOM, UNITED STATES OF AMERICA

13,018 ONLINE ADULTS AGED 18-64

EXPERT COLLABORATORS

ADAM PALMER, NORTON LEAD CYBER SECURITY ADVISOR
MARIAN MERRITT, NORTON INTERNET SAFETY ADVOCATE



KEY THEMES

THE SCALE OF CONSUMER CYBERCRIME

ONE-AND-A-HALF MILLION VICTIMS DAILY

THE GLOBAL PRICE TAG OF CONSUMER CYBERCRIME

US \$110 BILLION ANNUALLY

CHANGING FACE OF CYBERCRIME

CYBERCRIME GOES SOCIAL AND MOBILE

SECURITY IQ: MIXED REPORT CARD FOR CONSUMERS

**CONSUMERS WISE UP TO TRADITIONAL THREATS, BUT MANY STILL
UNAWARE AS TO HOW CYBERCRIME IS RAPIDLY EVOLVING**

STRONG PASSWORDS ARE KEY

EMAIL A POTENTIAL GATEWAY FOR CYBERCRIMINALS

THE SCALE OF CONSUMER CYBERCRIME

556 MILLION VICTIMS PER YEAR

MORE THAN THE ENTIRE POPULATION OF THE EUROPEAN UNION



1.5+ MILLION
VICTIMS PER DAY



18 VICTIMS PER SECOND

THE SCALE OF CONSUMER CYBERCRIME

2/3 ONLINE ADULTS

HAVE BEEN VICTIMS OF CYBERCRIME IN THEIR LIFETIME



46% VICTIMS IN PAST YEAR

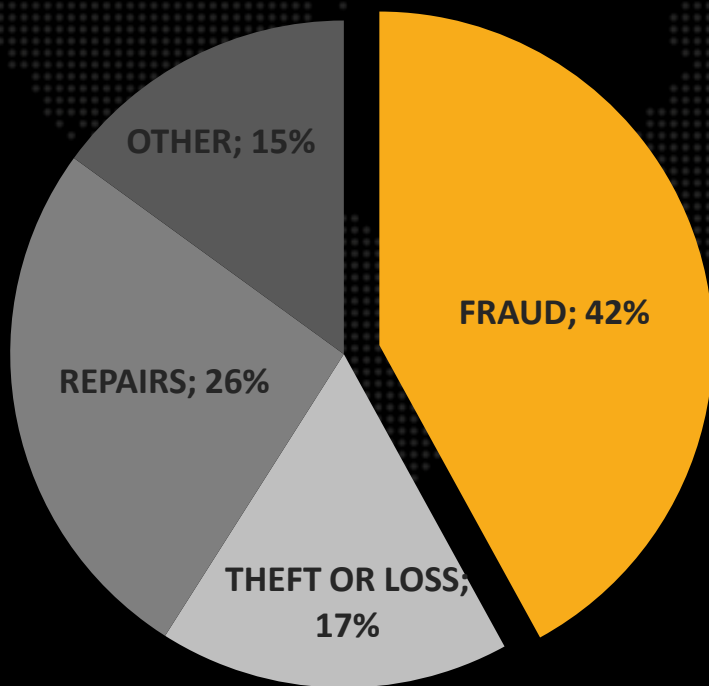
CLOSE TO HALF OF ONLINE ADULTS HAVE FALLEN VICTIM TO ATTACKS SUCH AS MALWARE, VIRUSES, HACKING, SCAMS, FRAUD & THEFT

THE GLOBAL PRICE TAG OF CONSUMER CYBERCRIME

\$110 BN



THE COST AMERICANS SPEND ANNUALLY ON FAST FOOD



85% OF DIRECT FINANCIAL COSTS
ARE A RESULT OF FRAUD,
REPAIRS, THEFT & LOSS

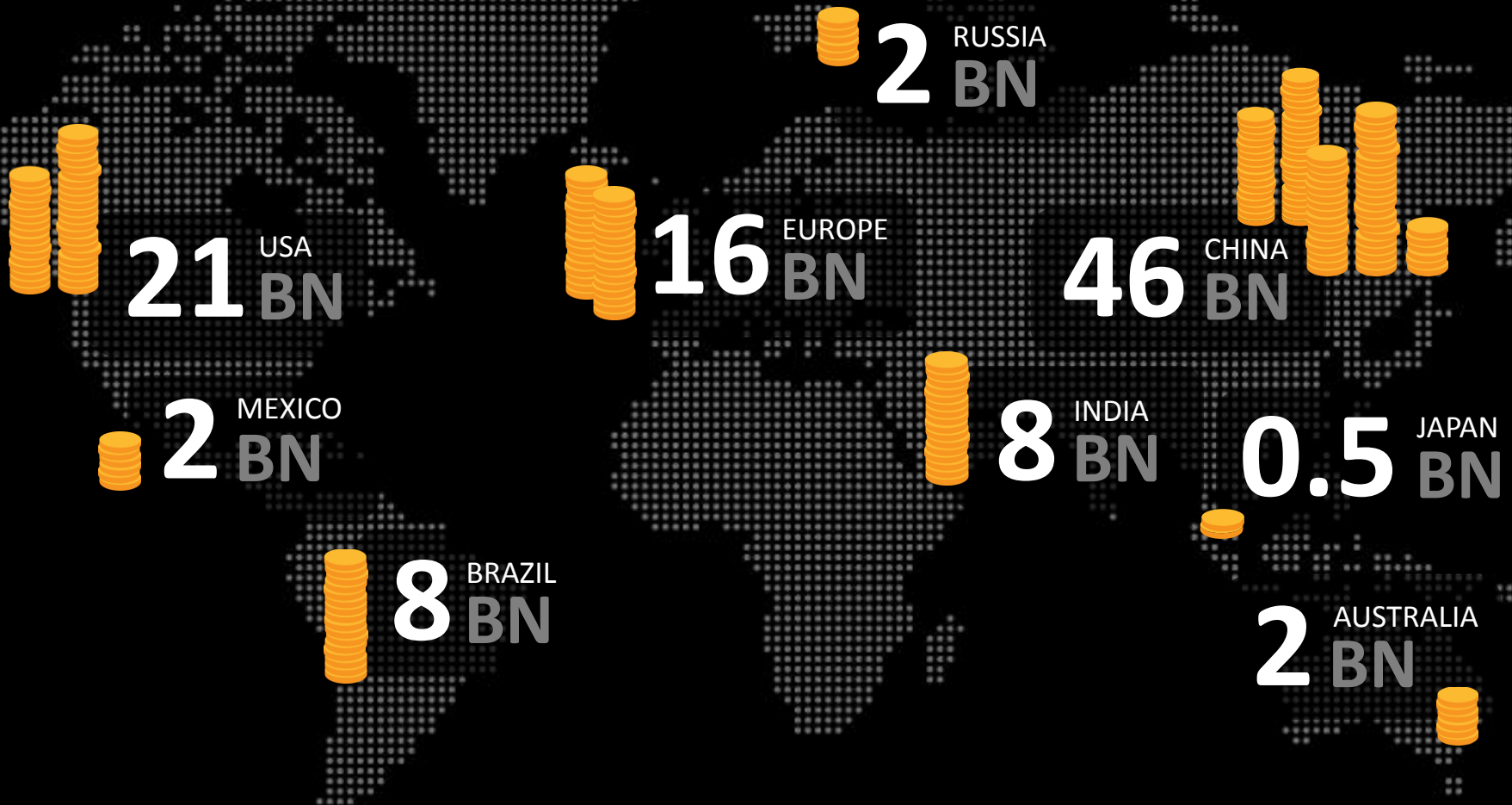
USD \$197

AVERAGE COST PER VICTIM

ENOUGH TO BUY A WEEK'S WORTH OF NUTRITIOUS FOOD
FOR A FAMILY OF FOUR IN THE UNITED STATES



THE GLOBAL PRICETAG OF CONSUMER CYBERCRIME



ALL AMOUNTS IN USD

CHANGING FACE OF CYBERCRIME: CYBERCRIME GOES MOBILE

AS CONSUMERS GO MOBILE, SO DO CYBERCRIMINALS

2/3 OF ADULTS USE A MOBILE
DEVICE TO ACCESS THE INTERNET



2X MOBILE VULNERABILITIES

MOBILE VULNERABILITIES DOUBLED IN 2011 FROM 2010*

31% OF MOBILE USERS

RECEIVED A TEXT MESSAGE FROM SOMEONE THEY DIDN'T KNOW
REQUESTING THAT THEY CLICK ON AN EMBEDDED LINK OR DIAL AN
UNKNOWN NUMBER TO RETRIEVE A "VOICEMAIL"



CHANGING FACE OF CYBERCRIME: CYBERCRIME GOES MOBILE

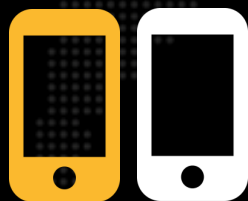
...YET IT CAN BE PREVENTED

35% OF ADULTS

HAVE LOST THEIR MOBILE DEVICE
OR HAD IT STOLEN

2/3

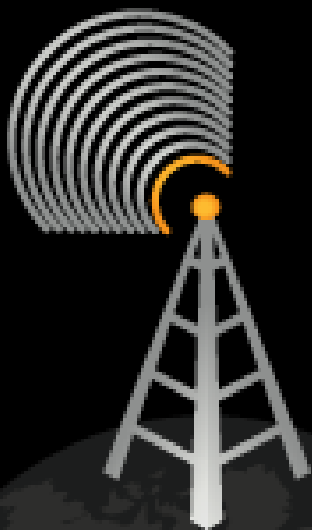
DON'T USE A SECURITY SOLUTION
FOR THEIR MOBILE DEVICE



44% **AREN'T AWARE**

THAT SECURITY SOLUTIONS FOR MOBILE DEVICES EXIST

RISKY BEHAVIOR ON POTENTIALLY UNSECURE WI-FI



GLOBALLY

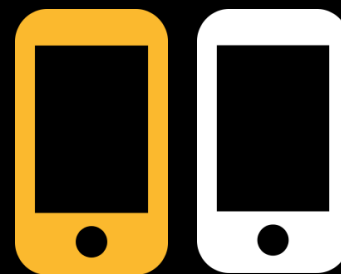
2/3

OF ONLINE ADULTS
USE FREE PUBLIC OR
UNSECURED WI-FI

44% OF ADULTS

ACCESS PERSONAL EMAILS VIA FREE OR
UNSECURED WI-FI CONNECTIONS

53%



OF THOSE WHO USE FREE OR UNSECURED
Wi-FI CONNECTIONS **ARE CONCERNED ABOUT**
THE SECURITY OF THEIR CONNECTION

RISKY BEHAVIOR ON POTENTIALLY UNSECURE WI-FI

67% ACCESS
PERSONAL
E-MAIL



63% ACCESS
THEIR SOCIAL
NETWORK
ACCOUNT



31% SHOP
ONLINE



24% ACCESS
THEIR BANK
ACCOUNT



CHANGING FACE OF CYBERCRIME: CYBERCRIME GOES SOCIAL

4/10

SOCIAL NETWORK USERS HAVE FALLEN VICTIM TO CYBERCRIME ON SOCIAL NETWORKING PLATFORMS

1/6

SOCIAL NETWORK USERS REPORT THAT SOMEONE HAS HACKED INTO THEIR PROFILE AND PRETENDED TO BE THEM

3/4

BELIEVE CYBERCRIMINALS ARE SETTING THEIR SIGHTS ON SOCIAL NETWORKS

1/10

SOCIAL NETWORK USERS HAVE FALLEN VICTIM TO A SCAM OR FAKE LINK ON SOCIAL NETWORK PLATFORMS



RISKY BEHAVIOR ON SOCIAL MEDIA



1/3

DON'T LOG OUT
AFTER EACH SESSION



1/5

DON'T CHECK LINKS
BEFORE SHARING



1/6

HAVE NO IDEA IF
THEIR SETTINGS ARE
PUBLIC OR PRIVATE

LESS THAN HALF

USE A SECURITY TOOL TO PROTECT
AGAINST SOCIAL NETWORKING THREATS

ONLY HALF

USE PRIVACY SETTINGS TO CONTROL
WHAT INFORMATION THEY SHARE
AND WITH WHOM

SOCIAL “FRENEMIES”?

CONSUMERS ARE ONLY AS SECURE AS THEIR CIRCLE OF SOCIAL NETWORK FRIENDS (INCLUDING FRIENDS OF FRIENDS)

36%

HAVE ACCEPTED FRIEND REQUESTS FROM PEOPLE THEY DO NOT KNOW

3/10

HAVE RECEIVED POSTS OR MESSAGES THAT THEY SUSPECT ARE NOT ACTUALLY FROM FRIENDS



SOCIAL NETWORK STRESSORS REVEALED

36% 

OF SOCIAL NETWORK USERS CHECK THEIR SOCIAL NETWORK AS SOON AS THEY CAN AFTER WAKING UP

27% 

ADMIT THAT, UPON GETTING TO WORK, THEY ARE MORE LIKELY TO CHECK THEIR MAIN SOCIAL NETWORK ACCOUNT THAN WORK EMAILS



16% 

WOULD END A RELATIONSHIP AS A CONSEQUENCE OF SEEING SOMETHING THEY DID NOT LIKE ABOUT A PERSON ONLINE

28% 

FEEL GUILTY WHEN THEY DON'T REPLY TO A SOCIAL NETWORK MESSAGE WITHIN A FEW HOURS

CONSUMERS' SECURITY IQ

HIGH MARKS FOR SOME SECURITY FUNDAMENTALS

89%

DELETE **SUSPICIOUS**
EMAILS FROM PEOPLE
THEY DON'T KNOW

83%

HAVE AT LEAST A
BASIC ANTIVIRUS
SOLUTION

78%

DON'T OPEN **ATTACHMENTS**
OR **LINKS** IN **UNSOLICITED**
E-MAILS OR **TEXTS**



CONSUMERS' SECURITY IQ

BUT STILL "ROOM FOR IMPROVEMENT"...

30%

DO NOT THINK ABOUT
CYBERCRIME WHEN ONLINE
BECAUSE THEY DO NOT EXPECT
THAT IT WILL HAPPEN TO THEM



21%

DO NOT TAKE STEPS TO SECURE
THEIR PERSONAL INFO WHEN
ACCESSING THE INTERNET

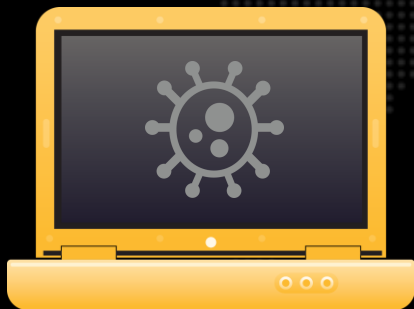


CONSUMERS' SECURITY IQ

MANY ONLINE ADULTS DON'T KNOW OR RECOGNIZE HOW VIRUSES OR MALICIOUS SOFTWARE ACTS

40%

DO NOT KNOW THAT A VIRUS OR MALWARE CAN ACT IN A DISCRETE FASHION, MAKING IT HARD TO RECOGNIZE IF A COMPUTER HAS BEEN COMPROMISED



49%

AGREE THAT UNLESS THEIR COMPUTER CRASHES OR GOES SLOW, IT'S HARD TO KNOW IF THEIR COMPUTER IS INFECTED WITH A VIRUS OR MALWARE



CONSUMERS' SECURITY IQ

AND CONSUMERS DON'T KNOW HOW TO PROTECT THEMSELVES

55%

AREN'T 100% SURE THEIR
COMPUTER IS CURRENTLY
'CLEAN' AND FREE FROM
VIRUSES

3/10

DON'T UNDERSTAND THE RISK
OF CYBERCRIME OR HOW TO
PROTECT THEMSELVES
ONLINE

48%

ARE ONLY USING
BASIC ANTIVIRUS
PROTECTION



STRONG PASSWORDS STILL KEY

NEARLY HALF 46%

HAVE BEEN NOTIFIED TO CHANGE THEIR PASSWORD BECAUSE THEIR PASSWORD OR PRIVACY WAS COMPROMISED



TOP 3 ACCOUNTS PEOPLE HAVE RECEIVED NOTIFICATIONS TO CHANGE PASSWORDS FOR, FOLLOWING A COMPROMISE:



EMAIL 27%



SOCIAL NETWORK 19%



BANK ACCOUNT 15%

STRONG EMAIL PASSWORDS STILL KEY

EMAIL IS A POTENTIAL GATEWAY FOR CRIMINALS LOOKING FOR PERSONAL / CORPORATE INFORMATION



WHAT PEOPLE SEND BY EMAIL:

50%

PERSONAL
PHOTOGRAPHS



42%

WORK RELATED
DOCUMENTS AND
CORRESPONDENCE



22%

BANK
STATEMENTS



17%

PASSWORDS FOR
OTHER ONLINE
ACCOUNTS



YET **40%** DON'T USE COMPLEX PASSWORDS OR CHANGE THEIR
PASSWORDS REGULARLY

WHO IS AFFECTED MOST BY CYBERCRIME?

HIGHEST NUMBER OF CYBERCRIME VICTIMS FOUND IN:



RUSSIA
92%



CHINA
84%



SOUTH AFRICA
80%

CYBERCRIME VICTIMS MORE LIKELY TO BE:

MALE – **71%** 
(COMPARED TO 63% OF FEMALES)

MILLENNIAL – **75%**
(COMPARED TO 56% OF BABY BOOMERS)

AND:

- MOBILE INTERNET USERS
- SOCIAL NETWORK USERS



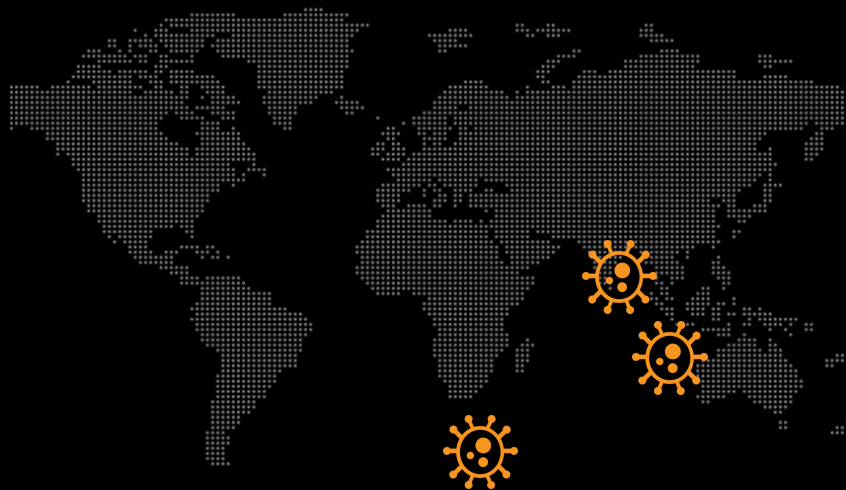
CONCLUSION

\$110 BILLION

THE COSTS OF CYBERCRIME ARE CRIMINAL: \$110 BN LOST IN JUST 12 MONTHS.

556 MILLION VICTIMS

1.5M ADULTS BECOME CYBERCRIME VICTIMS EVERY DAY - THAT'S 18 VICTIMS PER SECOND.



CHANGING FACE OF CYBERCRIME

MORE ONLINE ADULTS THAN LAST YEAR INDICATED THAT THEY HAVE FALLEN VICTIM TO **NEW FORMS** OF CYBERCRIME SUCH AS THOSE FOUND ON **SOCIAL NETWORKS OR MOBILE DEVICES** – A SIGN THAT CYBERCRIMINALS ARE STARTING TO FOCUS THEIR EFFORTS ON THESE INCREASINGLY POPULAR PLATFORMS

CONSUMERS DON'T RECOGNIZE CYBERCRIME HAS CHANGED

HALF OF ONLINE ADULTS DON'T KNOW OR RECOGNIZE HOW MALWARE OR CYBERCRIME ACTS HAVE EVOLVED AND DON'T KNOW HOW TO PROTECT THEMSELVES. **CYBERCRIMINALS' METHODS HAVE CHANGED** – NOT ONLY DO THEY WANT TO AVOID DETECTION FOR AS LONG AS POSSIBLE, THEY'RE CHANGING THEIR TACTICS TO TARGET **FAST GROWING MOBILE PLATFORMS AND SOCIAL NETWORKS** WHERE CONSUMERS ARE LESS AWARE OF THE SECURITY RISKS.

STRONG PASSWORDS KEY

EMAIL ACCOUNTS CAN BE A GATEWAY FOR CRIMINALS LOOKING FOR PERSONAL AND CORPORATE INFORMATION, WITH PEOPLE SENDING EVERYTHING FROM PERSONAL PHOTOS TO WORK RELATED CORRESPONDENCE TO BANK STATEMENTS AND PASSWORDS FOR OTHER ONLINE ACCOUNTS. AND YET 40% DON'T USE **COMPLEX PASSWORDS OR CHANGE THEIR PASSWORDS REGULARLY**



A world map composed of small dots on a black background. The dots are arranged to form the continents, with a higher density of dots in the landmasses. The overall effect is a pixelated or dot-matrix representation of the globe.

THANK YOU

THE METHODOLOGY DETAIL

STRATEGYONE CONDUCTED AN ONLINE SURVEY AMONG:

13,018 ADULTS

THE SURVEY WAS CONDUCTED IN 24 COUNTRIES (AUSTRALIA, BRAZIL, CANADA, CHINA, COLOMBIA, FRANCE, DENMARK, GERMANY, INDIA, ITALY, JAPAN, MEXICO, NETHERLANDS, NEW ZEALAND, POLAND, RUSSIA, SAUDI ARABIA, SOUTH AFRICA, SWEDEN, TURKEY, UNITED ARAB EMIRATES, UNITED KINGDOM AND UNITED STATES).*

THE SURVEY WAS CONDUCTED IN THE PRIMARY LANGUAGE OF EACH COUNTRY, AND QUESTIONS ASKED WERE IDENTICAL ACROSS ALL COUNTRIES.

INTERVIEWS WERE CONDUCTED BETWEEN 16TH JULY 2012 – 30TH JULY 2012.

THE MARGIN OF ERROR FOR THE TOTAL SAMPLE OF ADULTS (N=13, 018) IS + 0.9% AT THE 95% LEVEL OF CONFIDENCE.

IMPORTANT NOTES:

THE NORTON CYBERCRIME REPORT IS AN ANNUAL REPORT COMMISSIONED BY NORTON BY SYMANTEC AIMED AT UNDERSTANDING HOW CYBERCRIME AFFECTS CONSUMERS AND HOW THE ADOPTION AND EVOLUTION OF NEW TECHNOLOGIES IMPACTS CONSUMERS' SECURITY. THE RESEARCH WAS CONDUCTED BY STRATEGYONE, AN INTERNATIONAL RESEARCH AGENCY.

1000 ADULT RESPONDENTS WERE INTERVIEWED IN EACH OF USA AND INDIA. THE GLOBAL DATA HAS BEEN WEIGHTED TO ENSURE ALL COUNTRIES HAVE EQUAL REPRESENTATION OF N=500 ADULTS.

* REFERENCES TO 2011 – 2012 DATA CHANGES

IS BASED UPON 20 TRACKING MARKETS ONLY: AUSTRALIA, BRAZIL, CANADA, CHINA, FRANCE, DENMARK, FRANCE, GERMANY, INDIA, ITALY, JAPAN, MEXICO, NETHERLANDS, NEW ZEALAND, POLAND, SOUTH AFRICA, SWEDEN, UNITED ARAB EMIRATES, UNITED KINGDOM, UNITED STATES.

DEFINITION OF CYBERCRIME

CYBERCRIME IS DEFINED AS ANY OF THE FOLLOWING ACTIVITIES:

- COMPUTER VIRUSES OR MALICIOUS SOFTWARE APPEARED ON MY COMPUTER
- I RESPONDED TO A FORGED, 'SPOOFED' OR FAKE EMAIL OR WEBSITE WHICH CAPTURED MY PERSONAL DETAILS
- I HAVE EXPERIENCED ONLINE BULLYING, ONLINE STALKING, HATE CRIME OR OTHER FORM OF ONLINE HARASSMENT
- SOMEONE HAS HACKED INTO MY EMAIL ACCOUNT AND PRETENDED TO BE ME
- SOMEONE HAS HACKED INTO MY SOCIAL NETWORKING PROFILE AND PRETENDED TO BE ME
- I WAS APPROACHED ONLINE BY SOMEONE IN AN UNWANTED SEXUAL WAY
- I RESPONDED TO ONLINE SCAMS
- I EXPERIENCED ONLINE CREDIT CARD FRAUD
- I EXPERIENCED IDENTITY THEFT
- I RESPONDED TO AN UNSOLICITED SMS TEXT MESSAGE WHICH CAPTURED MY PERSONAL DETAILS
- MY PHONE WAS INFECTED AND A TEXT MESSAGE WAS SENT FROM MY MOBILE PHONE WITHOUT MY PERMISSION OR KNOWLEDGE THAT I LATER HAD TO PAY FOR
- I EXPERIENCED ANOTHER TYPE OF CYBERCRIME ON MY CELL / MOBILE PHONE / TABLET DEVICE
- I EXPERIENCED ANOTHER TYPE OF CYBERCRIME ON MY DESKTOP OR LAPTOP COMPUTER

SOCIAL CYBERCRIME IS DEFINED AS ANY OF THE FOLLOWING ACTIVITIES ON SOCIAL NETWORKING PLATFORMS:

- I HAVE BEEN HARASSED OR BULLIED OR HAD INAPPROPRIATE CONTENT POSTED ABOUT ME
- I HAVE RESPONDED TO A FORGED OR FAKE MESSAGE OR WEBSITE TRYING TO GET MY PERSONAL DETAILS SUCH AS PASSWORDS, BANK ACCOUNT INFORMATION (I.E., PHISHING)
- I CLICKED ON A LINK OR A 'LIKE' AND IT TOOK ME TO A BLANK PAGE, OR REPOSTED ITSELF AUTOMATICALLY INTO MY ACCOUNT
- I HAVE FALLEN FOR A SCAM OR CLICKED ON A FAKE LINK
- I HAVE CLICKED ON A LINK OR 'LIKED' SOMETHING WHICH HAS THEN REPOSTED ITSELF ONTO MY PROFILE

MOBILE CYBERCRIME IS DEFINED AS ANY OF THE FOLLOWING ACTIVITIES:

- I RESPONDED TO AN UNSOLICITED SMS TEXT MESSAGE WHICH CAPTURED MY PERSONAL DETAILS
- MY PHONE WAS INFECTED AND A TEXT MESSAGE WAS SENT FROM MY MOBILE PHONE WITHOUT MY PERMISSION OR KNOWLEDGE THAT I LATER HAD TO PAY FOR
- I EXPERIENCED ANOTHER TYPE OF CYBERCRIME ON MY CELL / MOBILE PHONE / TABLET DEVICE

EXTRAPOLATIONS CALCULATIONS

1) OVER 556 MILLION VICTIMS IN 24 COUNTRIES OVER PAST 12 MONTHS:

ONLINE POPULATION FROM CIA FACTBOOK (24 COUNTRY TOTAL = 1, 015,861,551.

ONLINE ADULTS PER COUNTRY X % CYBERCRIME VICTIMS PAST 12 MONTHS PER COUNTRY = 556,152,181 (SUM OF 24 COUNTRIES).

2) 18 CYBERCRIME VICTIMS EVERY SECOND / 1058 CYBERCRIME VICTIMS EVERY MINUTE / ALMOST 64,000 PER HOUR / 1.5 MILLION PER DAY IMPACTING OVER 556 MILLION ADULTS IN THE PAST YEAR IN 24 COUNTRIES*

VICTIMS OVER PAST 12 MONTHS (AS ABOVE) 556,152,181 / 365 DAYS PER YEAR / 24 HOURS / 60 MINUTES / 60 SECONDS.

3) CYBERCRIME COST NEARLY \$110 BILLION IN THE LAST YEAR IN 24 COUNTRIES

VICTIMS OVER PAST 12 MONTHS (PER COUNTRY) X AVERAGE FINANCIAL COST OF CYBERCRIME (PER COUNTRY IN US CURRENCY).

FIGURE SHOWN IN THE SUM OF ALL COUNTRIES TOTAL COST.