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MAY 2021

2021 NORTON CYBER SAFETY INSIGHTS REPORT GLOBAL RESULTS

PREPARED BY

The Harris Poll

Harris Insights & Analytics LLC, A Stagwell Company

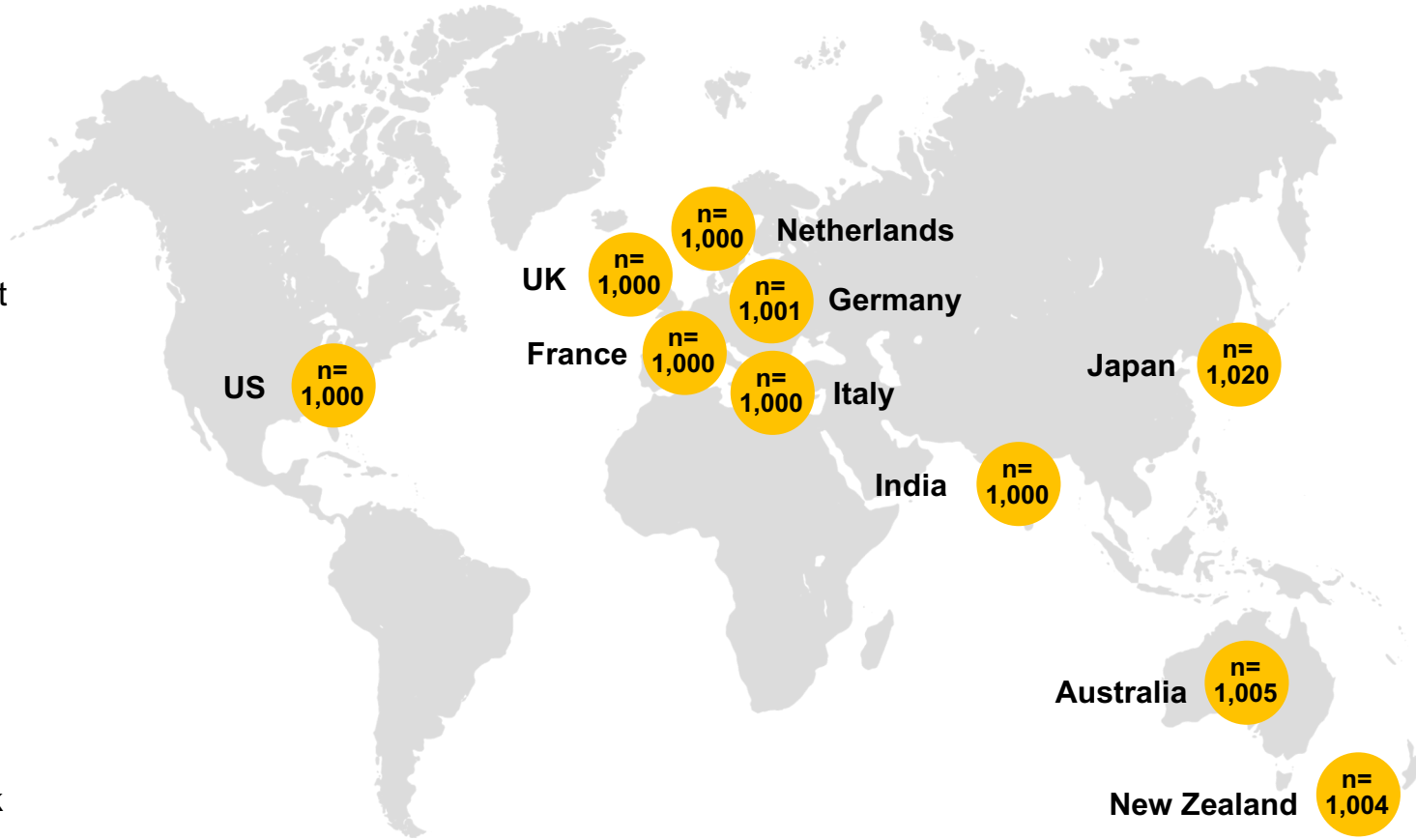
Survey Method

The research was conducted online by The Harris Poll on behalf of NortonLifeLock among 10,030 adults (aged 18+) in 10 countries. The survey was conducted February 15-28, 2021 in Australia (n=1,005), France (n=1,000), Germany (n=1,001), India (n=1,000), Italy (n=1,000), Japan (n=1,020), Netherlands (n=1,000), New Zealand (n=1,004), the United Kingdom (n=1,000), and the United States (n=1,000). Data are weighted where necessary to bring them in line with their actual proportions in the population; India was weighted to the population of those who are online. Weighted variables varied by country and included one or more of the following: age, gender, race/ethnicity, region, education, marital status, internet usage, household size, household income, size of place, and propensity to be online. A global postweight was applied to ensure equal weight of each country in the global total.

Population projection estimates cited are calculated based on adult population (age 18+) figures from the U.S. Census Bureau's 2021 International Data Base and Pew Research Center 2017 Global Attitudes Survey. No estimates of theoretical sampling error can be calculated.

Throughout the report, references to YOY changes represent differences in results from the 2019 Global NLCSIR Study, conducted online by the Harris Poll on behalf of NortonLifeLock among 10,063 adults (aged 18+) in 10 countries from November 5 to December 2, 2019.

ONLINE SURVEY | **10,030 ADULTS** | **10 COUNTRIES**



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1

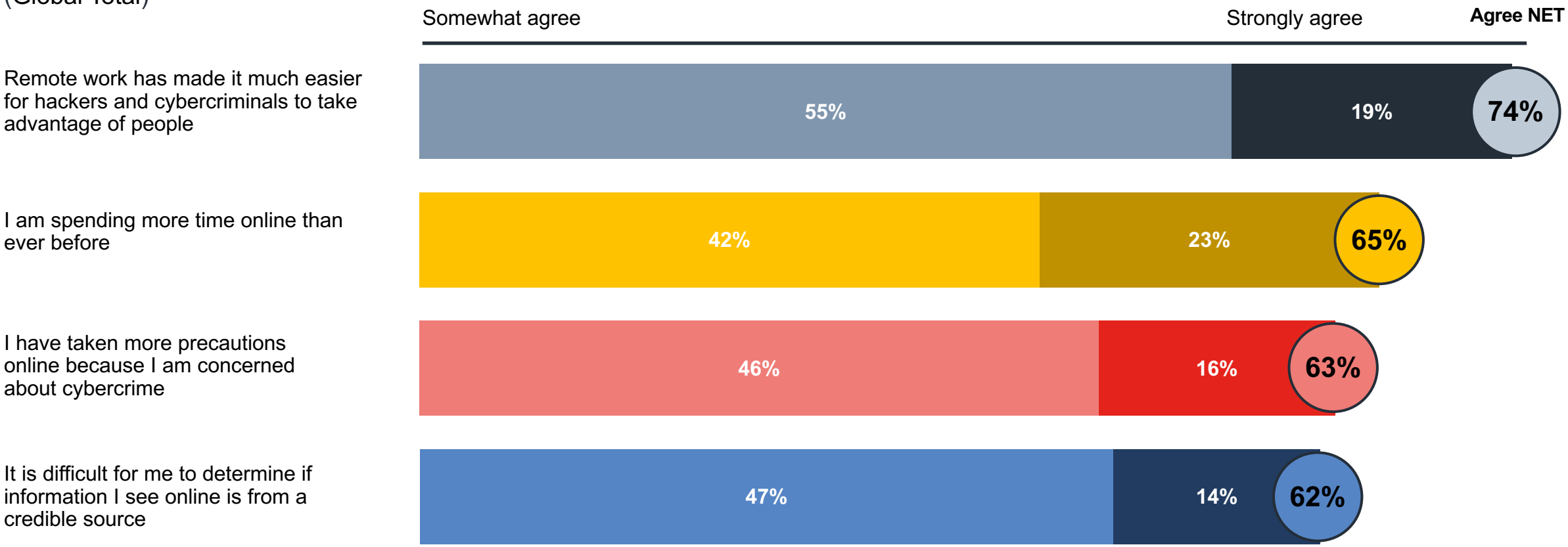
CYBERCRIME: INCIDENCE, IMPACT, AND ATTITUDES

In a year filled with restrictions and lockdowns, cybercriminals were not deterred as nearly 330 million adults in 10 countries* experienced cybercrime in the past 12 months. Despite many consumers saying they are taking more precautions online because they are concerned about cybercrime, more than 2 in 5 feel more vulnerable to cybercrime than they did before the COVID-19 pandemic, and half aren't sure how to protect themselves.

*Australia, France, Germany, India, Italy, Japan, Netherlands, New Zealand, United Kingdom, United States

Nearly 2 in 3 Adults Say They Are Spending More Time Online Than Ever Before, With a Similar Proportion Saying They Have Taken More Precautions Online Because of Cybercrime Concerns

Attitudes About Online Behaviors
(Global Total)



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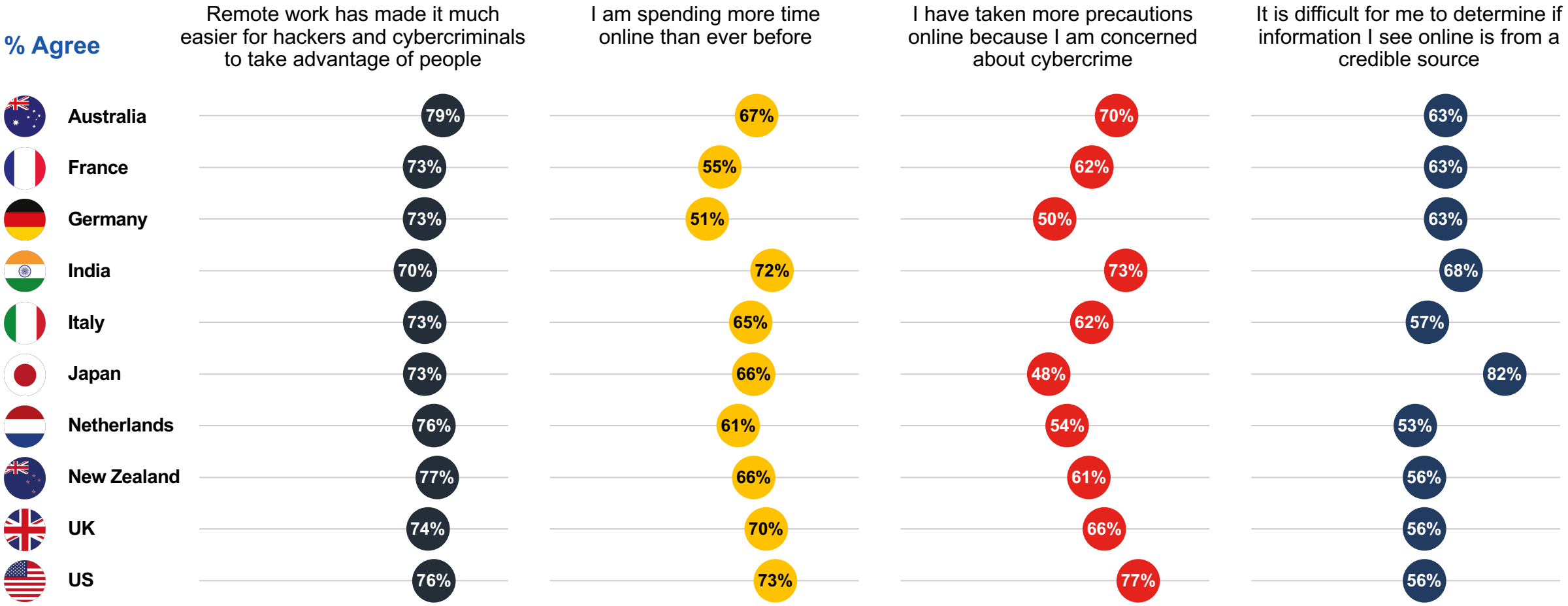
Those in India and the US are More Likely to Be Taking More Precautions Online; Those in Japan are Most Likely to Struggle With Deciphering if Information is From a Credible Source



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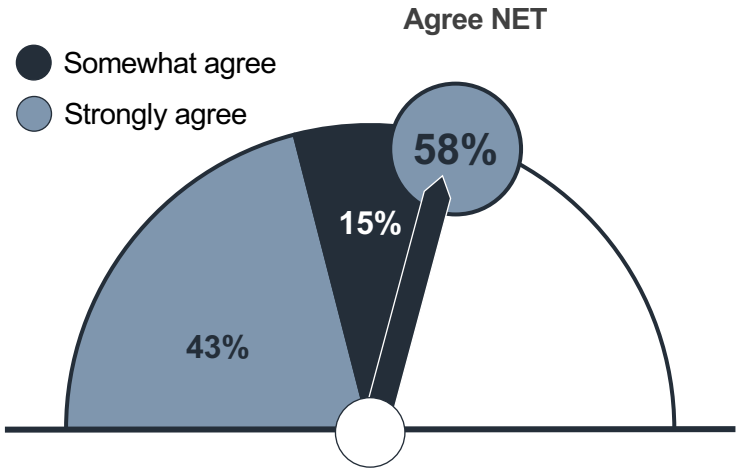
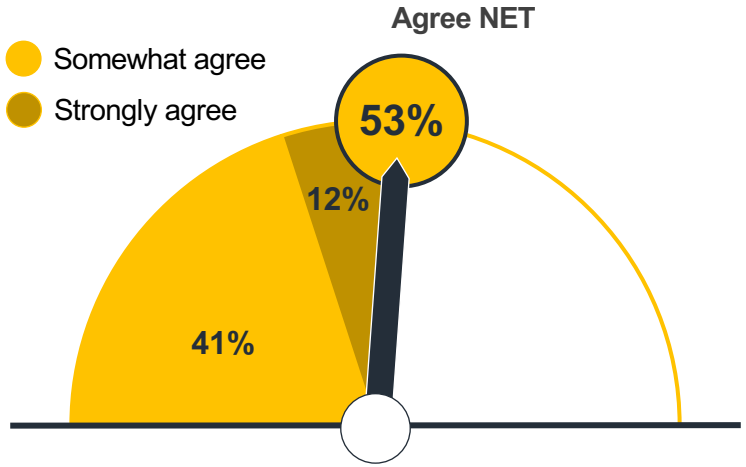
More Than Half of Adults Are More Worried Than Ever About Being the Victim of Cybercrime, But a Similar Proportion Don't Know How To Protect Themselves From It

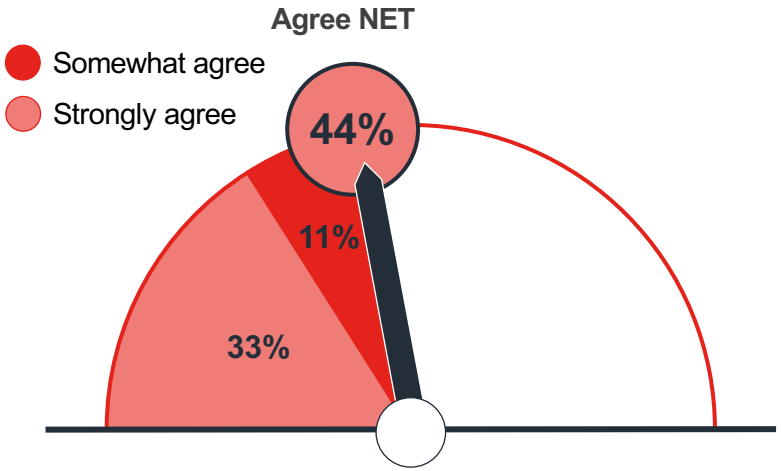
Attitudes About Cybercrime
(Global Total)



I am more worried than ever about being the victim of cybercrime



I don't know how to protect myself from cybercrime



I feel more vulnerable to cybercrime than I did before the COVID-19 pandemic began

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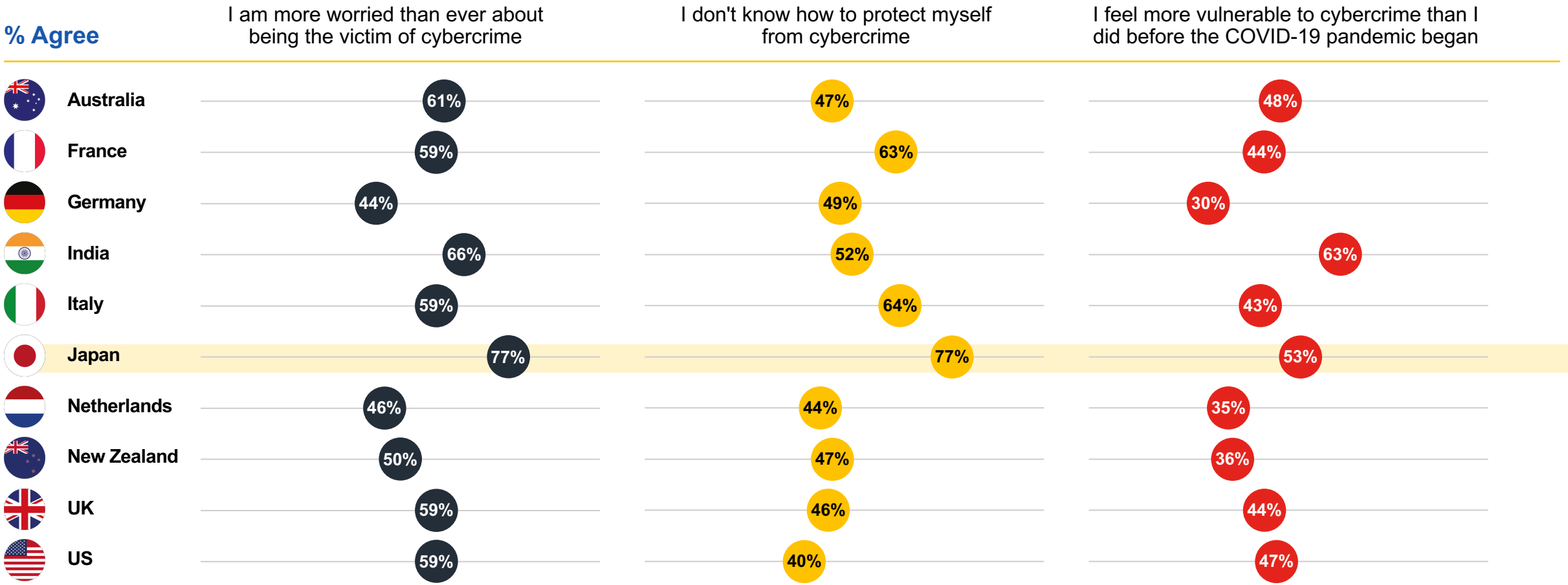
Adults In Japan Among the Most Likely To Be Worried About Cybercrime and Feel More Vulnerable to It Than They Did Before The Pandemic, But Also Most Likely To Not Know How To Protect Themselves From It



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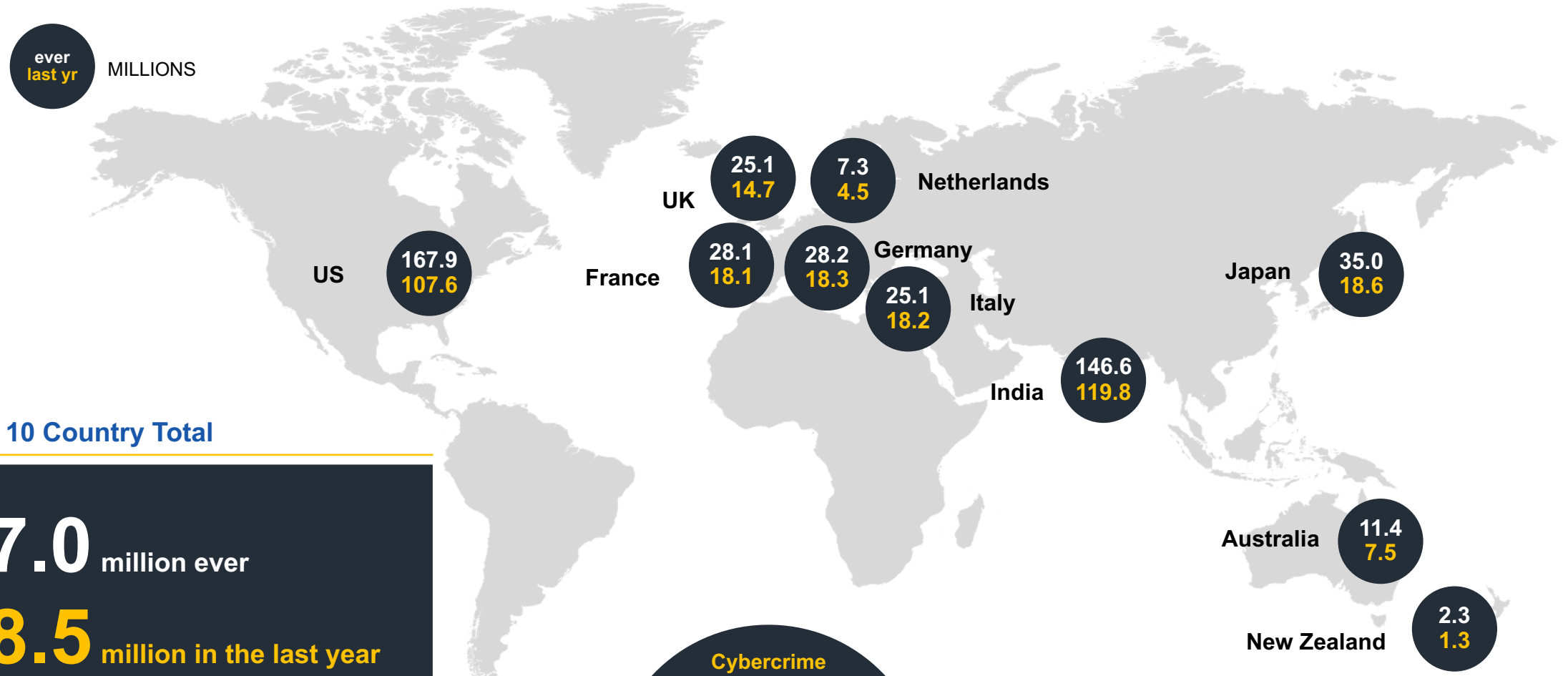
More than 475 Million Consumers* Have Ever Been the Victim of a Cybercrime; Nearly 330 Million in the Past 12 Months Alone



Global 10 Country Total

477.0 million ever

328.5 million in the last year

*in 10 countries

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More Than Half of Consumers Have Experienced a Cybercrime, With Around 1 in 3 Falling Victim in the Past 12 Months Alone

On average across all 10 countries, the past 12 month cybercrime rate has remained steady (36% in 2019)

Top 3 Cybercrimes Ever Experienced

1 **22%**

Detected malicious software on a computer, Wi-Fi network, smartphone, tablet, smart home, or other connected device

2 **14%**

Detected unauthorized access on an email account

3 **13%**

Detected unauthorized access on a social media account

% Who Have Experienced Cybercrime by Country

	Ever	Past 12 months	P12M % Pt. Change YOY
	57%	37%	+4%
	53%	34%	-3%
	42%	27%	+1%
	72%	59%	-7%
	48%	35%	-2%
	33%	18%	-5%
	52%	32%	+5%
	60%	35%	-1%
	48%	28%	-4%
	64%	41%	-2%

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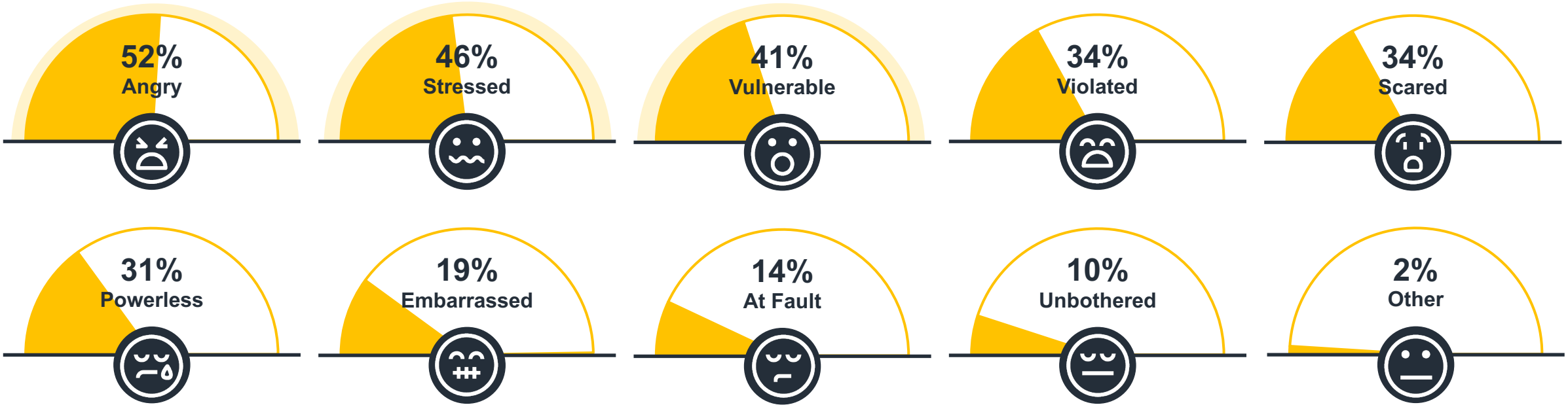
Detecting Unauthorized Access to Accounts or Devices Most Commonly Provokes Feelings of Anger, Stress, and Vulnerability

Emotions Experienced After Detecting Unauthorized Access to Accounts or Devices
(Global Total of Those Who Detected Unauthorized Access in Past 12 Months)



Compared to consumers in other countries, those in Italy were more likely to say they felt violated (49%) and those in Japan were more likely to say they felt scared (52%)

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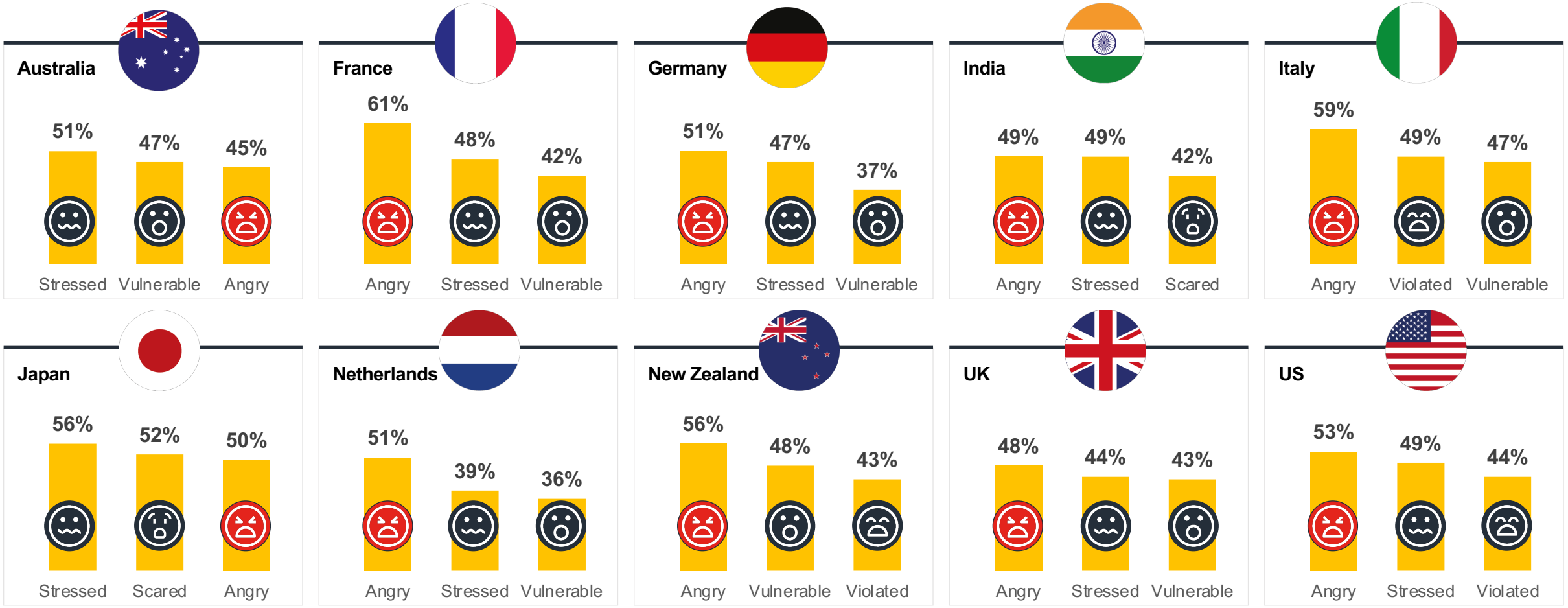
Anger Is The Top Emotion Felt After Detecting Unauthorized Access In Most Countries – For Australia and Japan It Is Stress

Top 3 Emotions Experienced By Country

(Of Those Who Detected Unauthorized Access in Past 12 Months)



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On Average, Past Year Cybercrime Victims Spent Almost 7 Hours Resolving Issues and Nearly Half Were Impacted Financially

Trended Hours Spent Resolving Cybercrime by Country

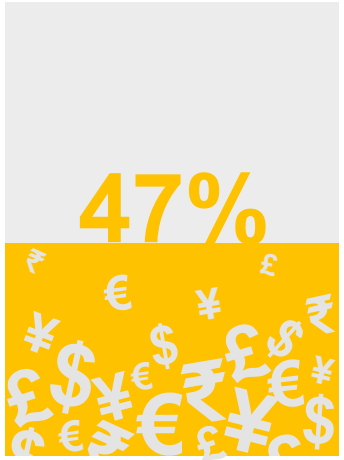
(Average)*

	2021	YOY Change
	8.2	+4.0
	5.5	-2.4
	9.1	-0.7
	10.8	+3.8
	8.7	+1.5
	5.9	+1.6
	3.9	-1.3
	3.7	-0.6
	4.4	+0.5
	6.7	+1.9

*Average has been trimmed to remove outliers

Globally, for those who experienced cybercrime in the past year…

were spent on average* resolving it for an estimated 2.7 billion hours lost in total



have lost money as a result of the cybercrime committed

On average across all 10 countries, more past 12 month cybercrime victims lost money compared to 2019 (43% in 2019)

Trended % Who Lost Money From Cybercrime by Country

	2021	YOY Change
	53%	+8%
	43%	+4%
	45%	0%
	72%	+9%
	41%	+8%
	11%	-7%
	40%	-4%
	34%	+4%
	47%	+6%
	46%	-3%

*Average has been trimmed to remove outliers

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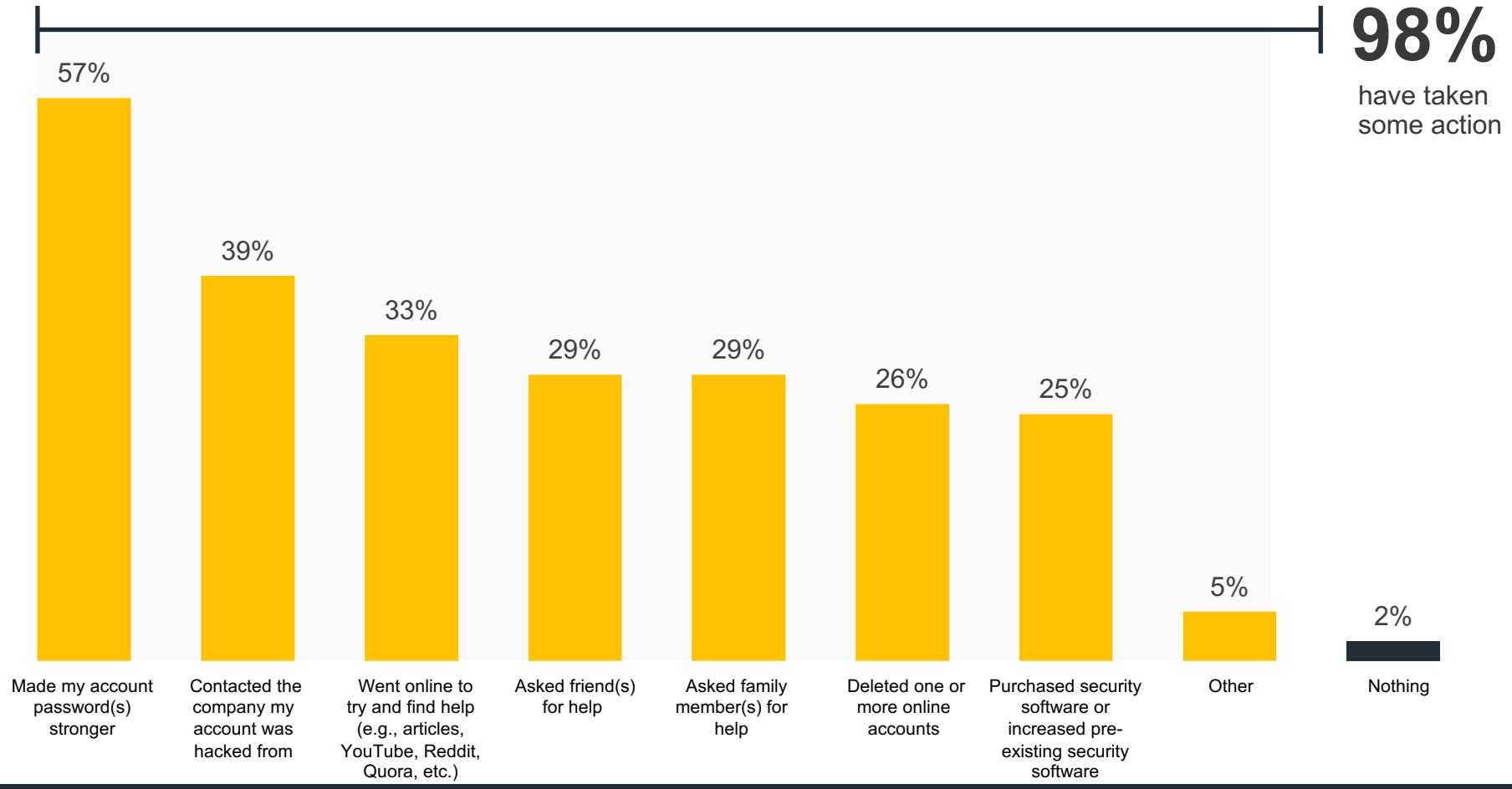
Nearly All Report Taking Reactive Steps After Detecting Unauthorized Access, Most Commonly Making Passwords Stronger

Steps Taken After Detecting Unauthorized Access to Accounts or Devices

(Global Total of Those Who Detected Unauthorized Access in Past 12 Months)



% Who Have Taken At Least Some Action

	2021
	99%
	98%
	99%
	99%
	98%
	89%
	95%
	98%
	96%
	99%

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Around 1 in 5 Consumers Fell Victim to a Scam in the Past 12 Months

Scams Fallen Victim To In The Past 12 months
(Global Total)

21% Fell victim to a scam in the past year

8%	I clicked on a fraudulent package notification link
5%	I purchased medical equipment or personal protective equipment (PPE) that was different than advertised, never arrived, or cost much more than the normal market price
5%	I donated money to a charity, but the money was not received by the people I intended or it was misused
5%	I met someone on an online dating site who asked me for money and then disappeared after I sent it to them
4%	I clicked on a fraudulent COVID-19 contact tracing link
4%	I paid a fee to receive COVID-19 relief money
4%	I tried to buy a pet online or paid for a pet service and didn't receive what I expected
3%	I tried to apply for Universal Credit/ unemployment allowance/ Jobseeker/Jobkeeper/ unemployment benefits but someone had already done so in my name
3%	I paid to get a COVID-19 vaccine that wasn't legitimate or that I never received

% Fell Victim to Scam in Past Year by Country

	2021
	23%
	23%
	14%
	62%
	18%
	6%
	14%
	15%
	15%
	20%

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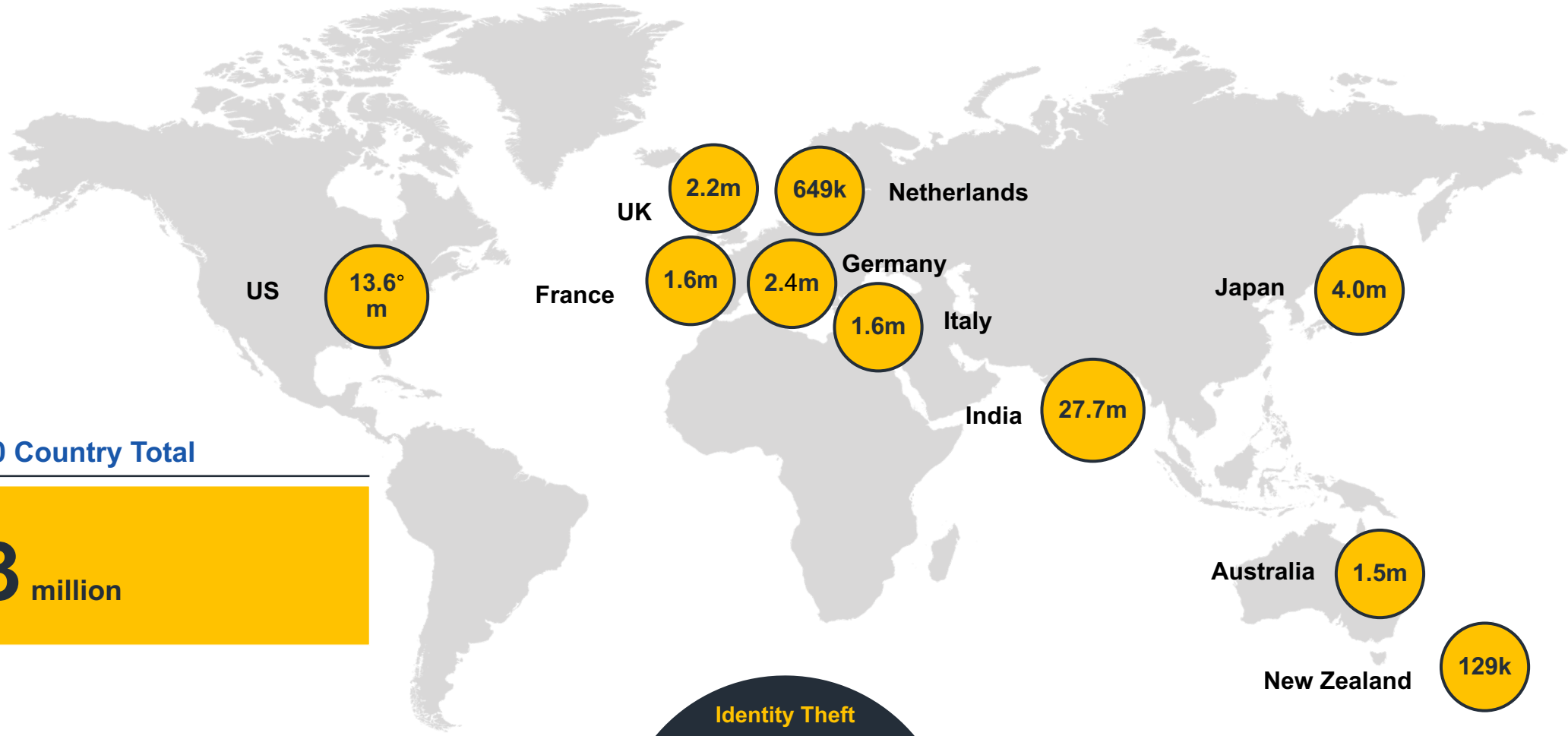
IDENTITY THEFT: INCIDENCE AND ATTITUDES

Globally*, around 6 in 10 adults are very worried their identity will be stolen but a similar proportion say they would have no idea what to do if it were. With over 55 million people in 10 countries having experienced ID theft in the past 12 months, it is no surprise that more than three-quarters of adults wish they had more information on what to do if their identity were stolen.

*Australia, France, Germany, India, Italy, Japan, Netherlands, New Zealand, United Kingdom, United States

55 Million Consumers* Were the Victim of Identity Theft in the Past 12 Months



Global 10 Country Total

55.3 million

*in 10 countries
°Source: Online survey of 5,006 US adults conducted by The Harris Poll on behalf of NortonLifeLock, February 2021.

Identity Theft

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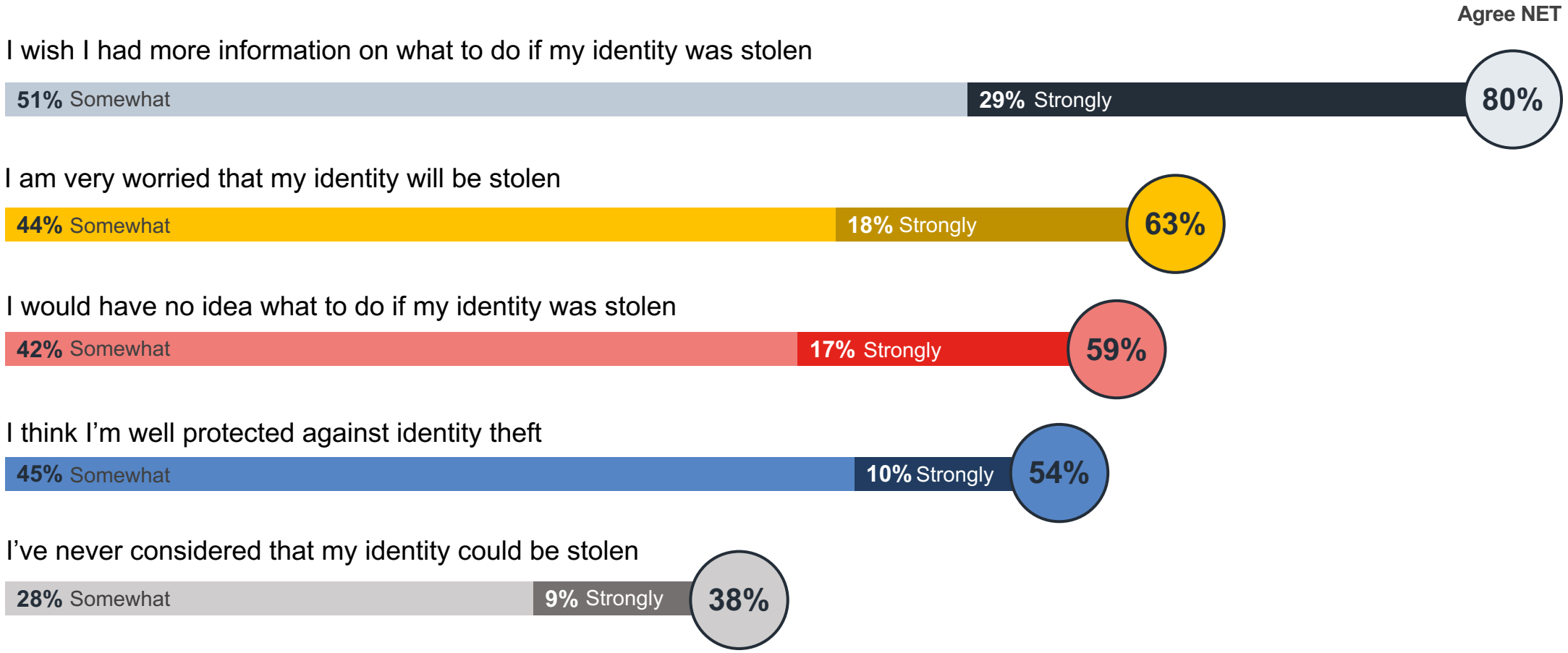
Similar Proportions Both Very Worried Their Identity Will Be Stolen and Would Have No Idea What to Do If It Were; Only About Half Feel Well Protected Against Identity Theft

Agreement with Attitudes Toward Identity Theft
(Global Total)



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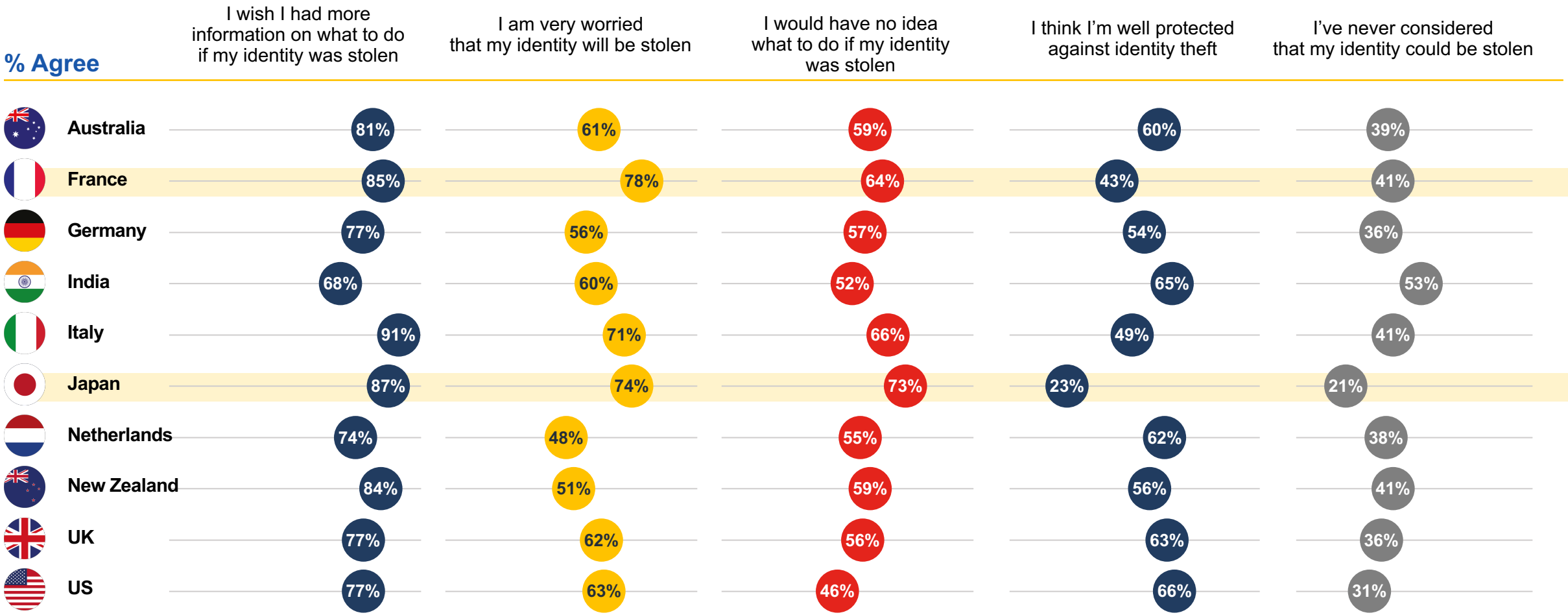
Consumers in France and Japan Most Concerned Their Identity Will Be Stolen, but Also Are Least Likely to Feel Well Protected Against It



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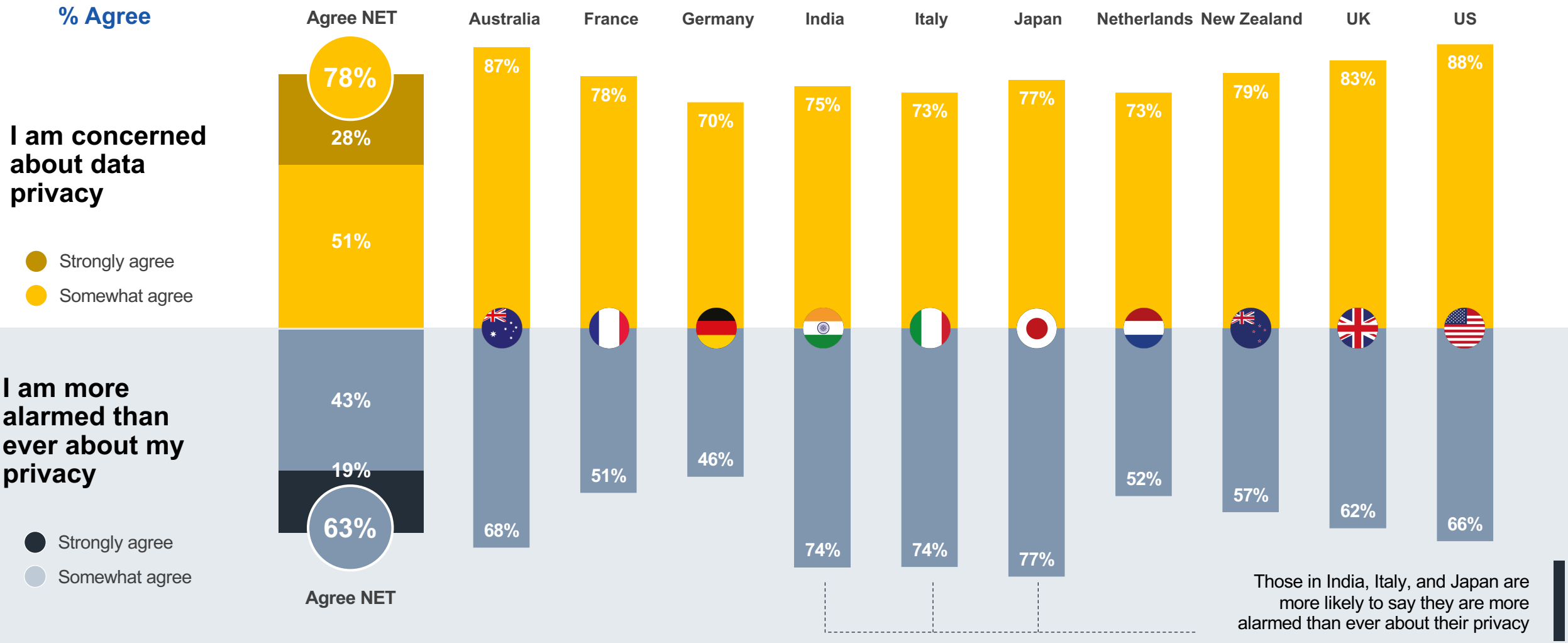
3

PROTECTING PERSONAL PRIVACY

Despite more than 3 in 5 consumers* saying they accept certain risks to their online privacy to make their life more convenient, the vast majority report being concerned about data privacy, with almost two-thirds feeling more alarmed than ever about their privacy.

*in Australia, France, Germany, India, Italy, Japan, Netherlands, New Zealand, United Kingdom, United States

More than Three-Quarters Concerned About Data Privacy, with Close to Two-Thirds More Alarmed Than Ever



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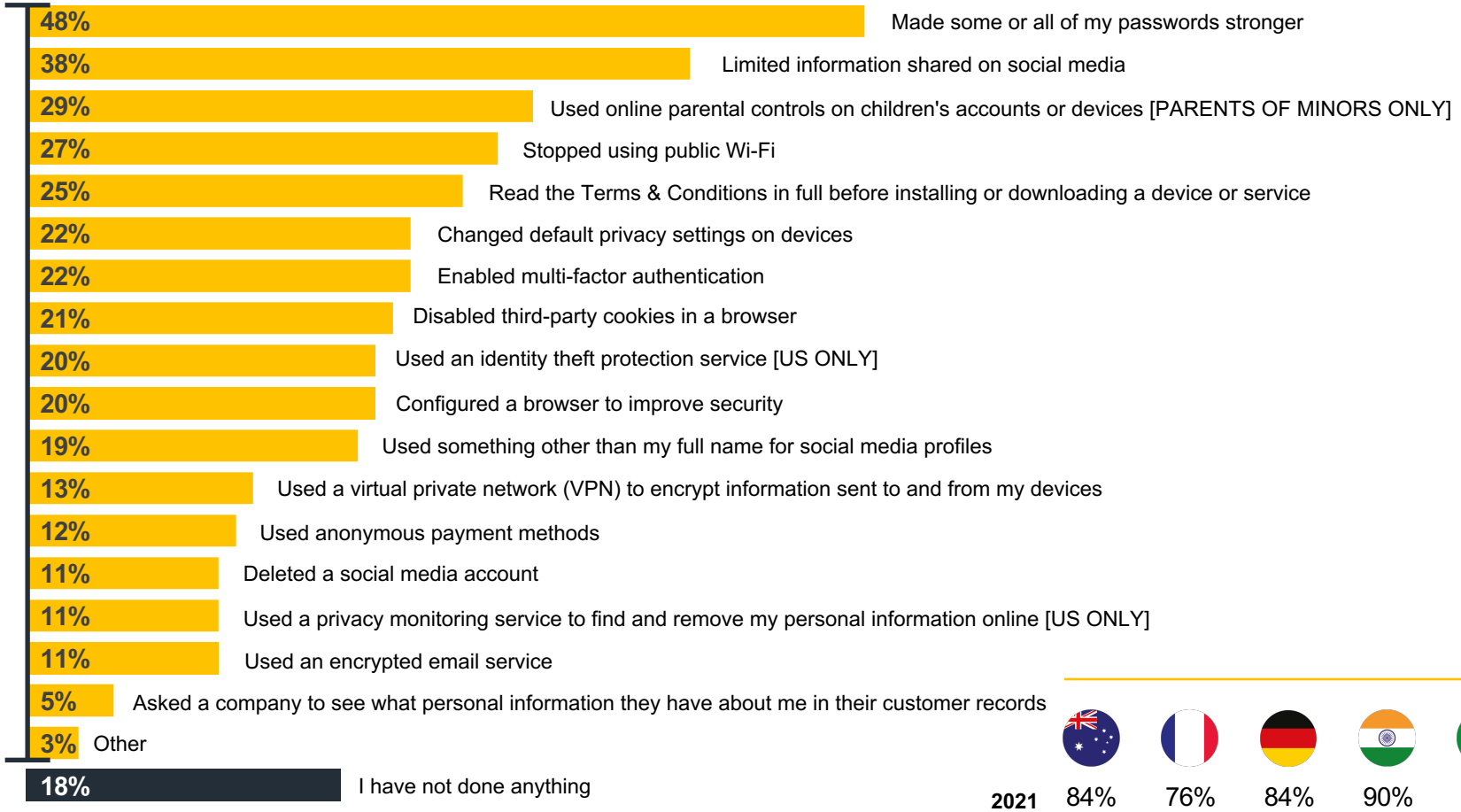
The Majority Have Taken Some Steps to Protect Their Online Privacy, Most Commonly Making Passwords Stronger or Limiting Information Shared on Social Media

Steps Taken to Protect Online Activities and Personal Information
(Global Total)

82%
have taken some action



Those in Japan are least likely to have taken steps to hide their online footprint

% Who Have Taken At Least One Step by Country

2021	84%	76%	84%	90%	83%	**59%**	83%	86%	84%	86%

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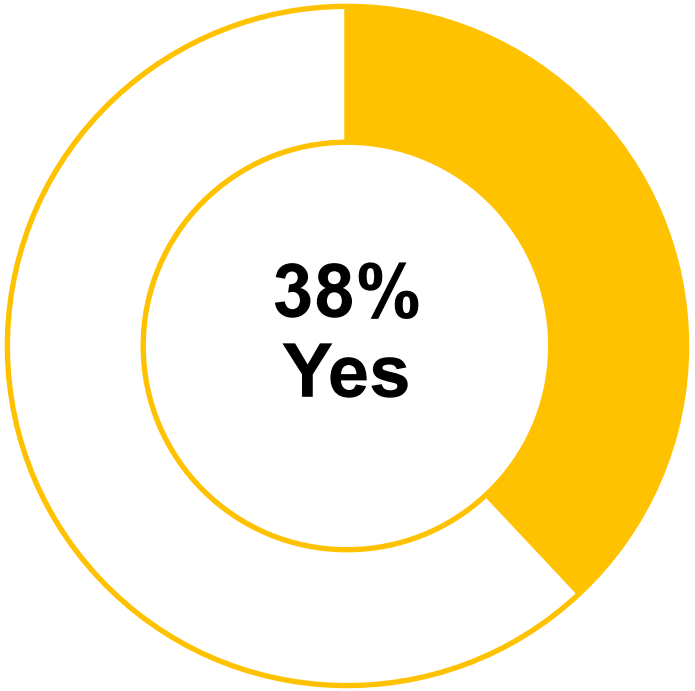
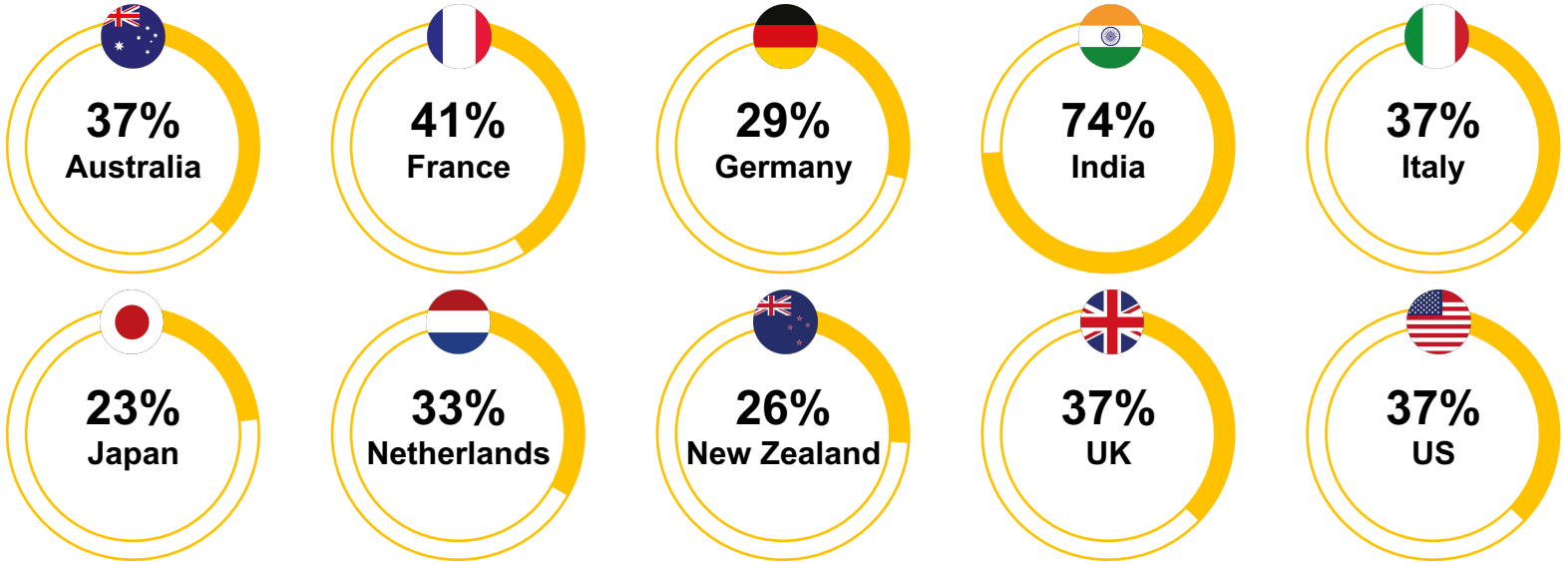
Nearly 2 in 5 Adults Say They Took Steps To Protect Their Online Activities Specifically As A Result of The Pandemic

Took steps to protect online activities and personal information as a result of changes to lifestyle since the COVID-19 pandemic began



Global Total

% Yes by Country



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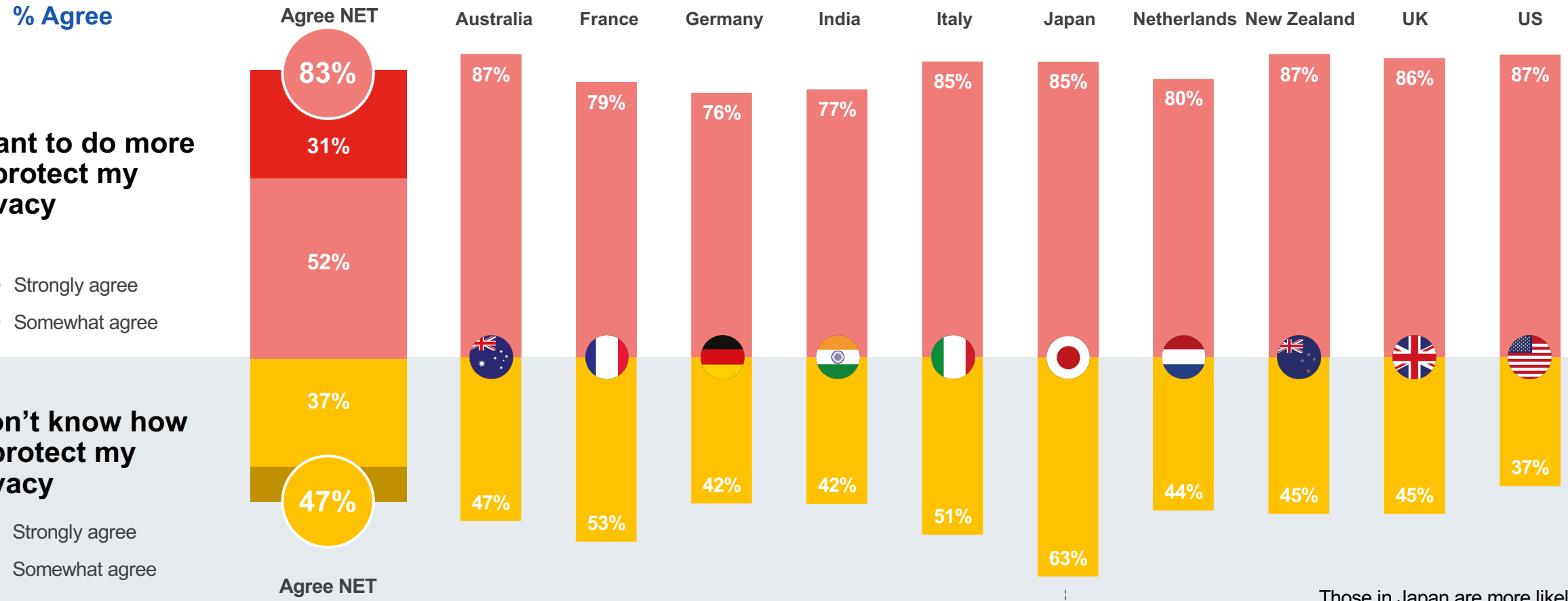
Though Consumers Are Taking Action and Want to Do More to Protect Their Privacy, Close to Half Still Say They Don't Know How



Those in Japan are more likely to agree that they don't know how to protect their privacy

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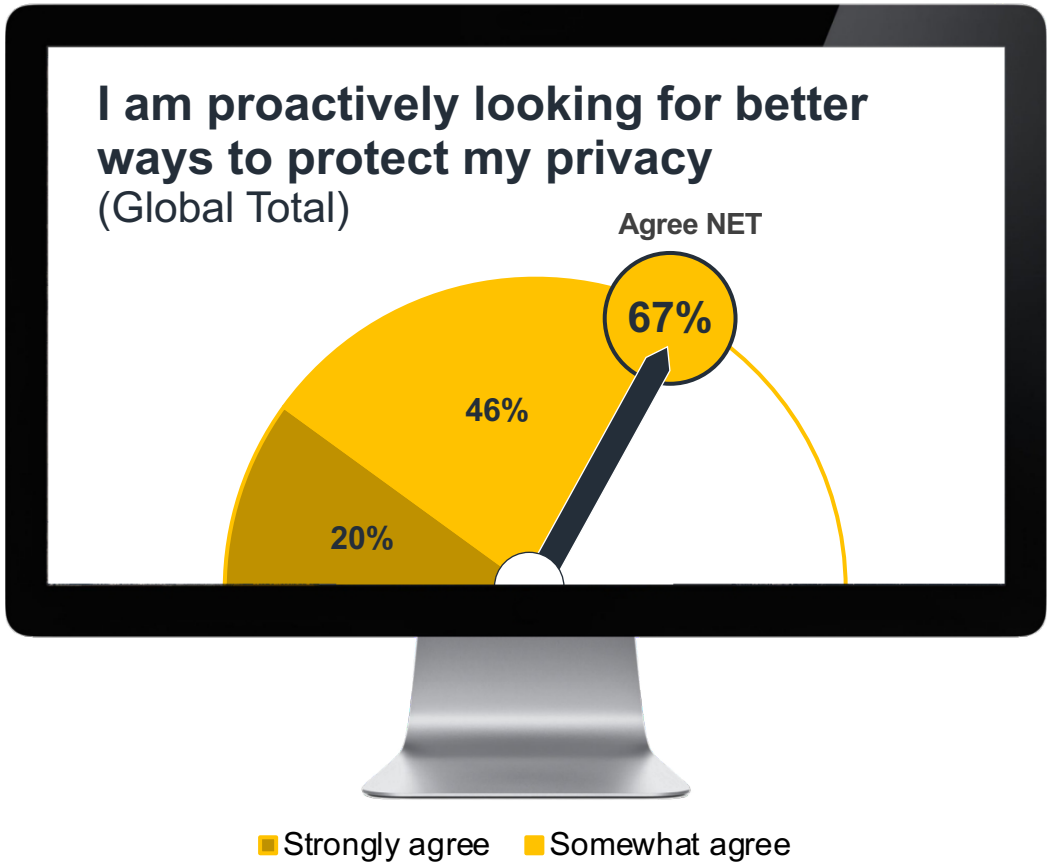
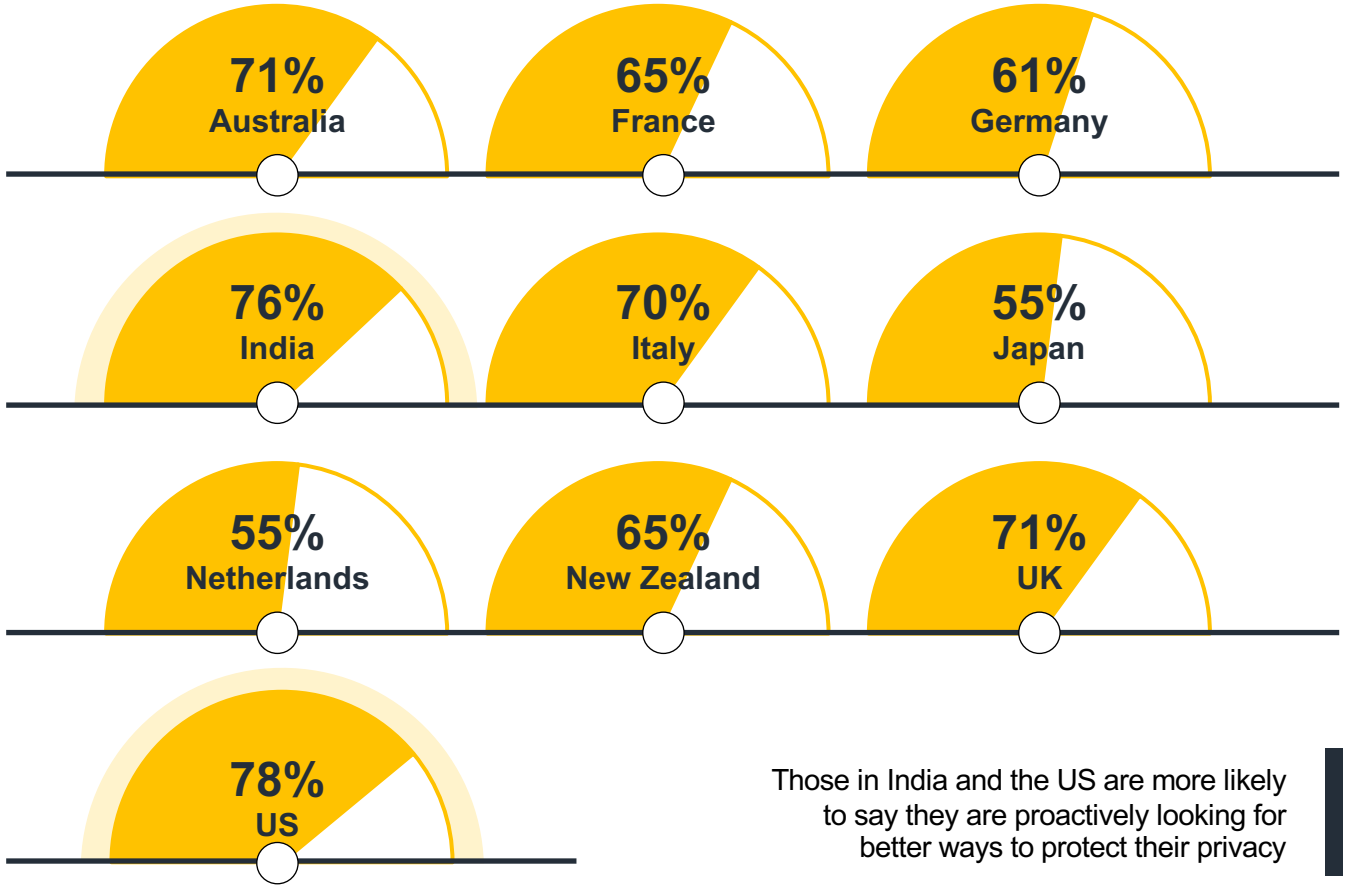
While 8 in 10 Want To Do More To Protect Their Privacy, Only Two-Thirds Are Proactively Looking For Better Ways To Do So

% Agree





Those in India and the US are more likely to say they are proactively looking for better ways to protect their privacy

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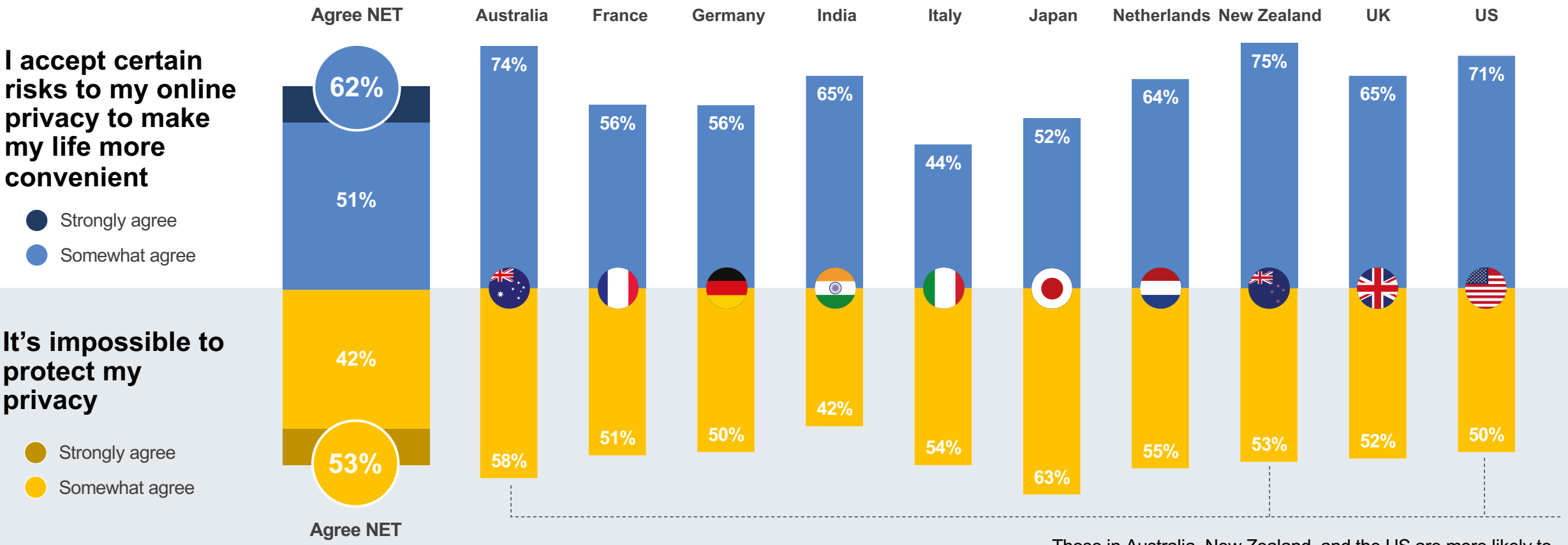
Perhaps Explaining Why More Don't Proactively Protect Their Online Privacy, Many Say They Accept Certain Risks For Convenience and Feel It Is Simply Impossible To Do

% Agree



Those in Australia, New Zealand, and the US are more likely to say they accept certain risks to make their life more convenient

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ONLINE CREEPING

While over one-third of adults* who have been in a romantic relationship admit to online “stalking” their current or former partners, most consumers do not condone it. However, there are glaring differences in attitudes and awareness across countries between those under 40 and those 40+, with younger adults being much more likely to condone online stalking, to be aware of creepware, or to think their partner would be likely to plant it on their device.

*in Australia, France, Germany, India, Italy, Japan, Netherlands, New Zealand, United Kingdom, United States

One-Third of Adults Who Have Been In A Romantic Relationship Have Checked In On An Ex Or Partner Without Their Knowledge or Consent

Actions Taken on Current or Former Romantic Partner without Their Knowledge/Consent

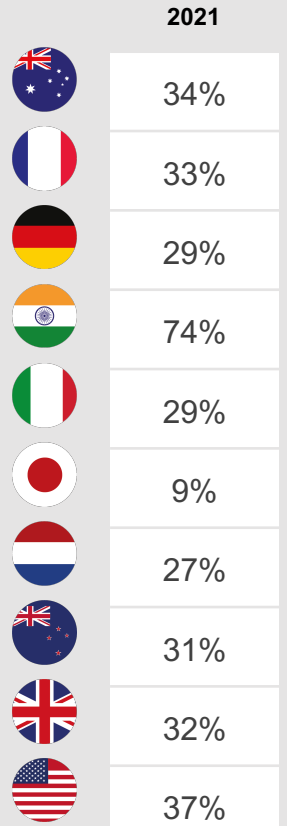
(Global Total of Those Who Have Ever Had a Romantic Partner)

34% Have Online Stalked an Ex or Current Partner

- 16% Checked their phone to view text messages, phone calls, direct messages (DMs), emails, or photos
- 15% Reviewed their search history on one of their devices
- 12% Used my knowledge of their passwords to access their device or online accounts
- 10% Tracked their location via a location sharing ap
- 8% Used an app to monitor their text messages, phone calls, direct messages (DMs), emails, or photos
- 7% Created a fake profile (i.e., "catfished") to check on them on social media
- 7% Tracked their physical activity via their phone or health app

% Who Have Online Stalked a Partner by Country

Those in India are especially likely to have stalked a partner



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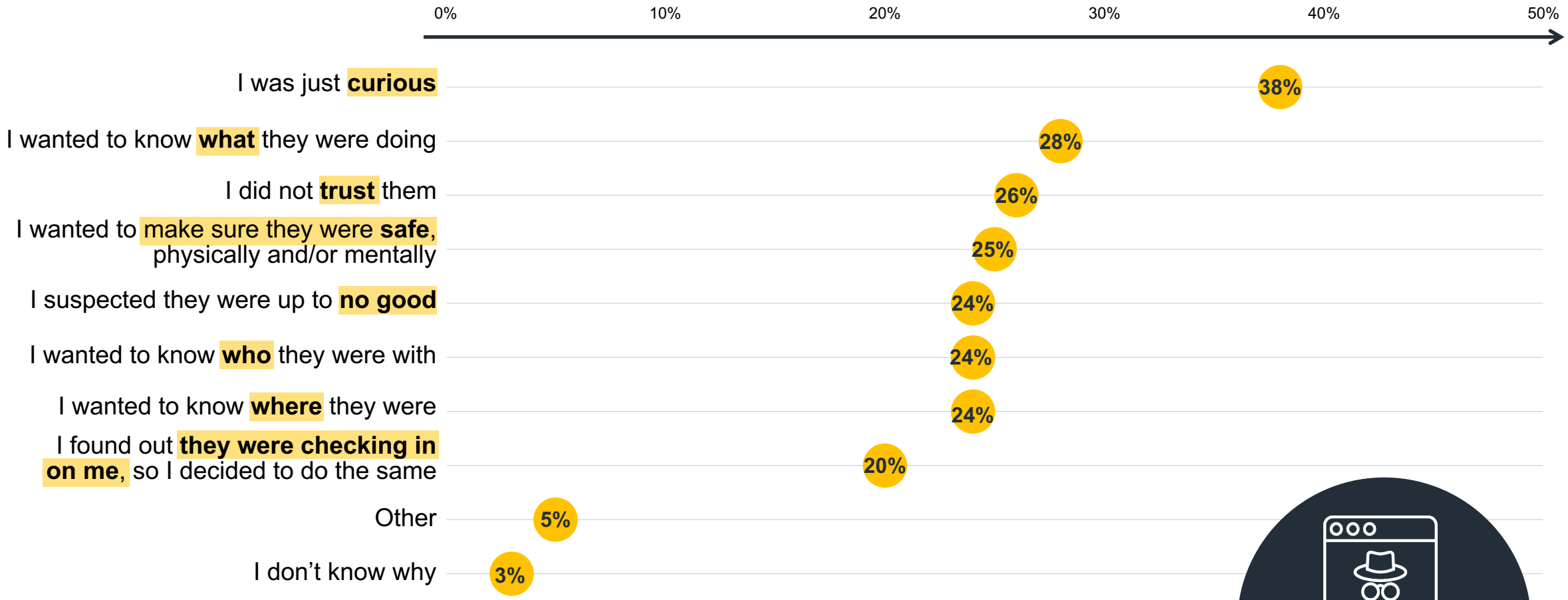
The Most Common Reason for Checking In On a Romantic Partner is Curiosity

Reasons for Checking in on a Romantic Partner without Their Knowledge or Consent
(Global Total of Those Who Online Stalked a Current or Former Partner)



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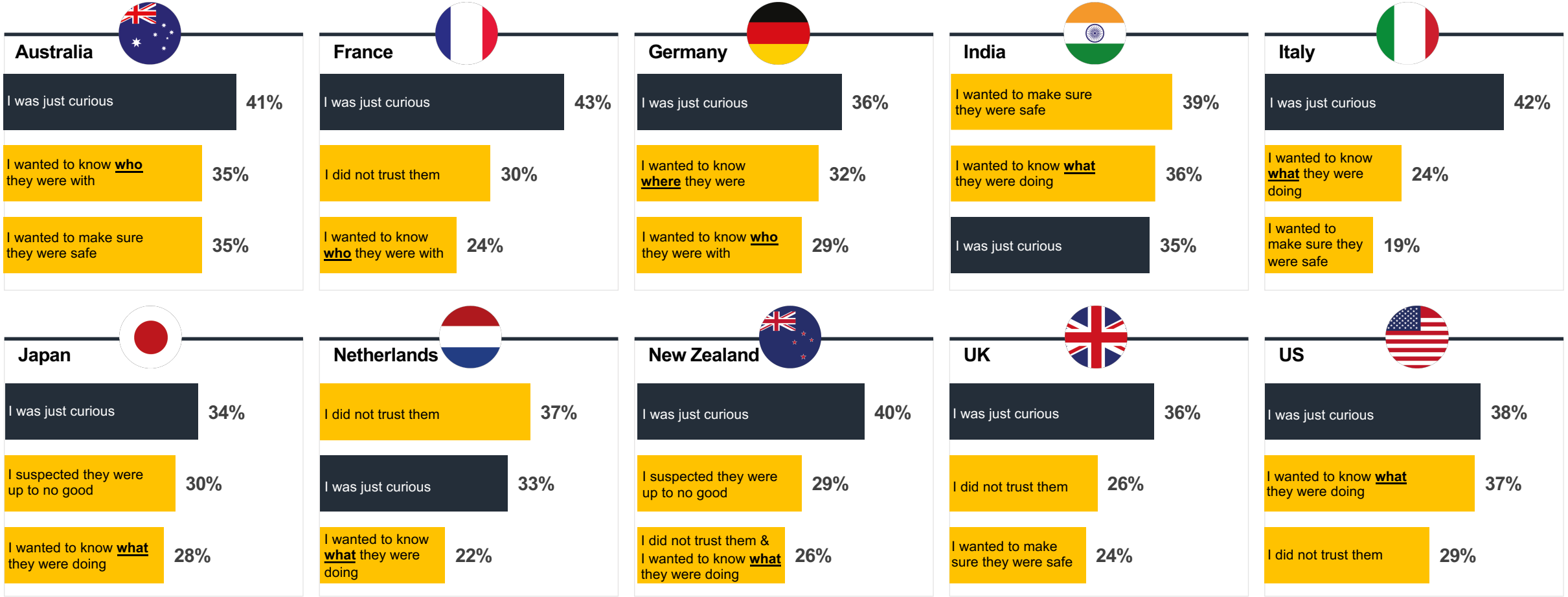
In Most Countries, Curiosity Is the Top Reason For Checking In On a Romantic Partner, But It's Lack of Trust In Netherlands and Safety In India

Top 3 Reasons for Checking in on a Romantic Partner by Country

(Of Those Who Online Stalked a Current or Former Partner)



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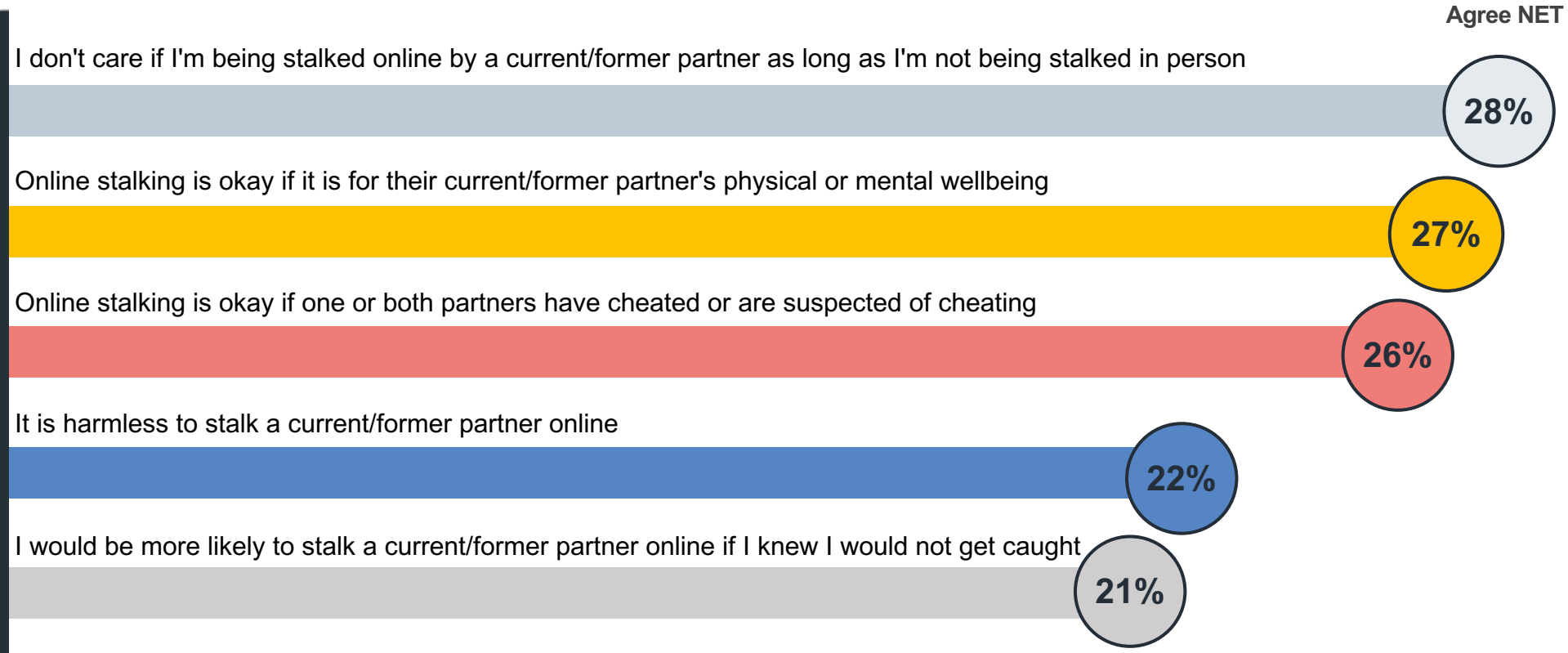
More than 1 in 5 Adults Say It’s Harmless To Stalk a Romantic Partner Online

Agreement with Attitudes About Online Stalking
(Global Total)



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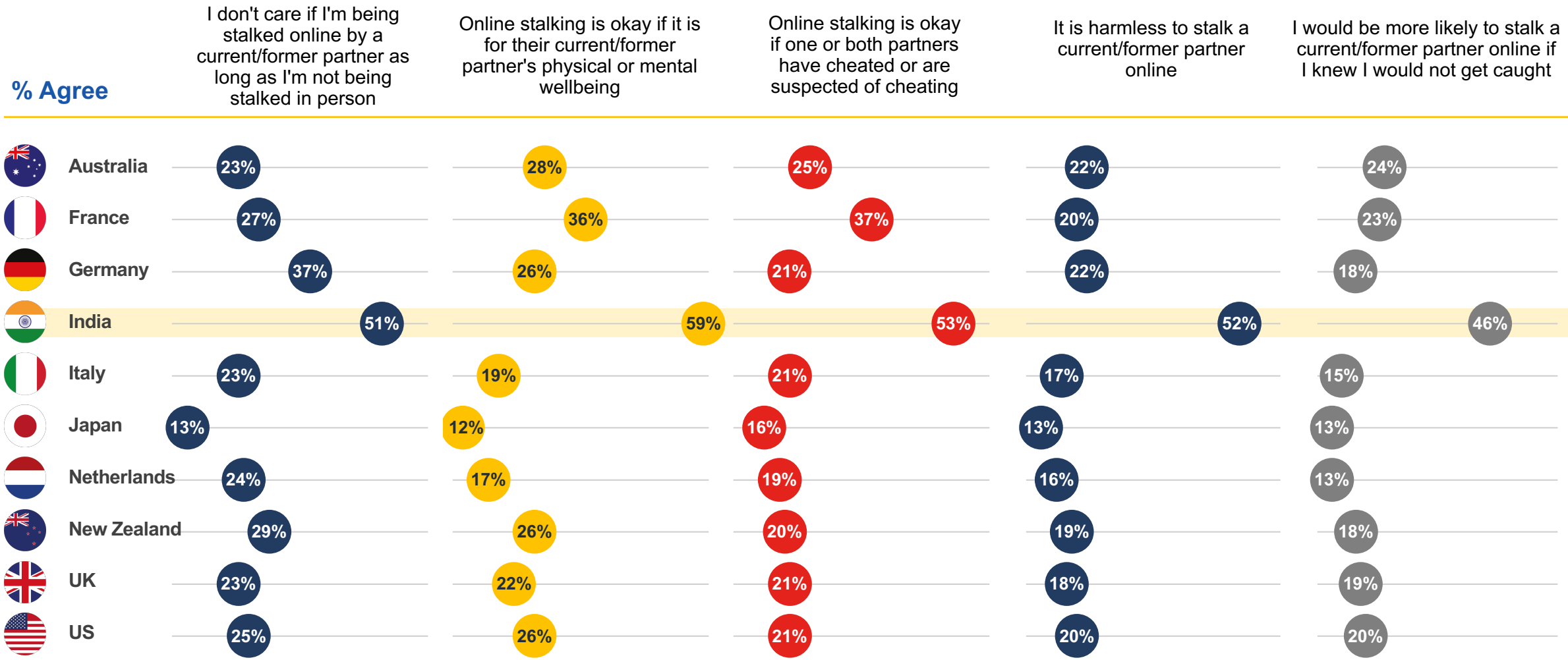
Adults in India More Likely To Condone Online Stalking



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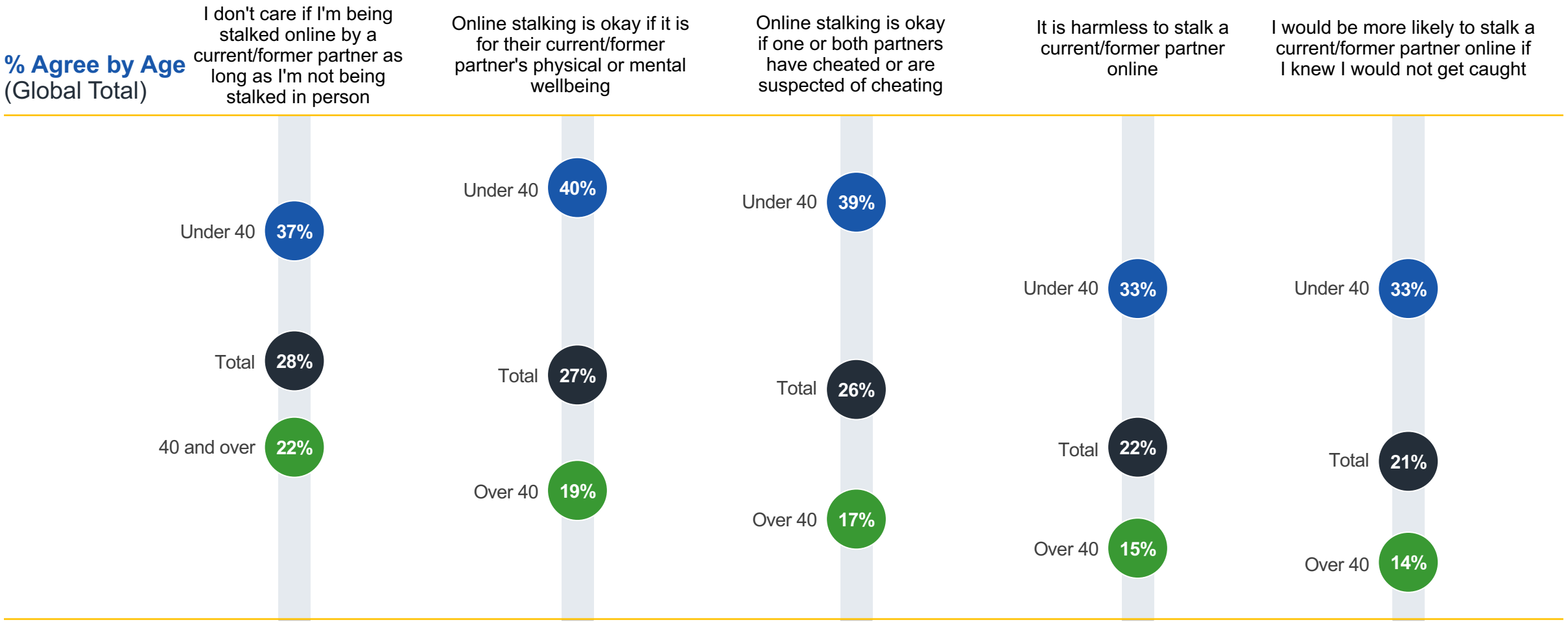
Adults Under 40 Far More Likely Than Those 40+ To Condone Online Stalking



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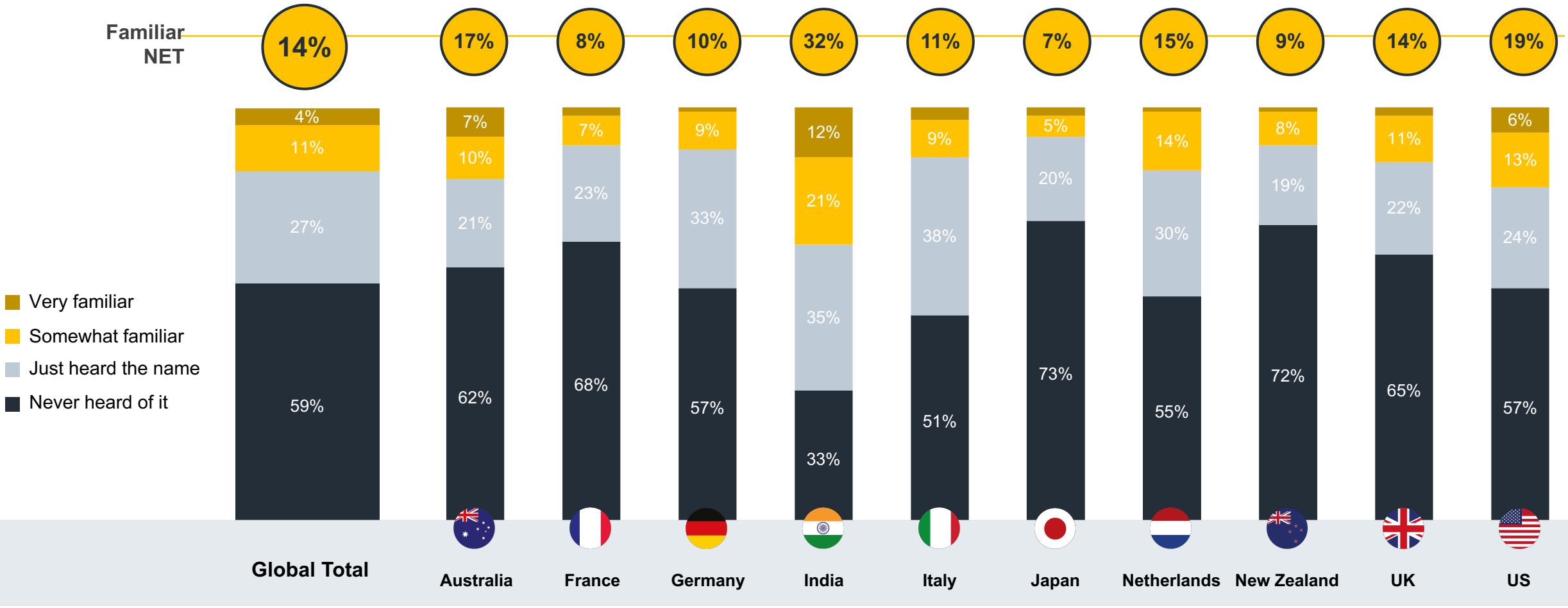
Few Adults Familiar with “Stalkerware” or “Creepware,” With Majorities in Most Countries Never Having Heard Of It

Familiarity with “Stalkerware” or “Creepware”



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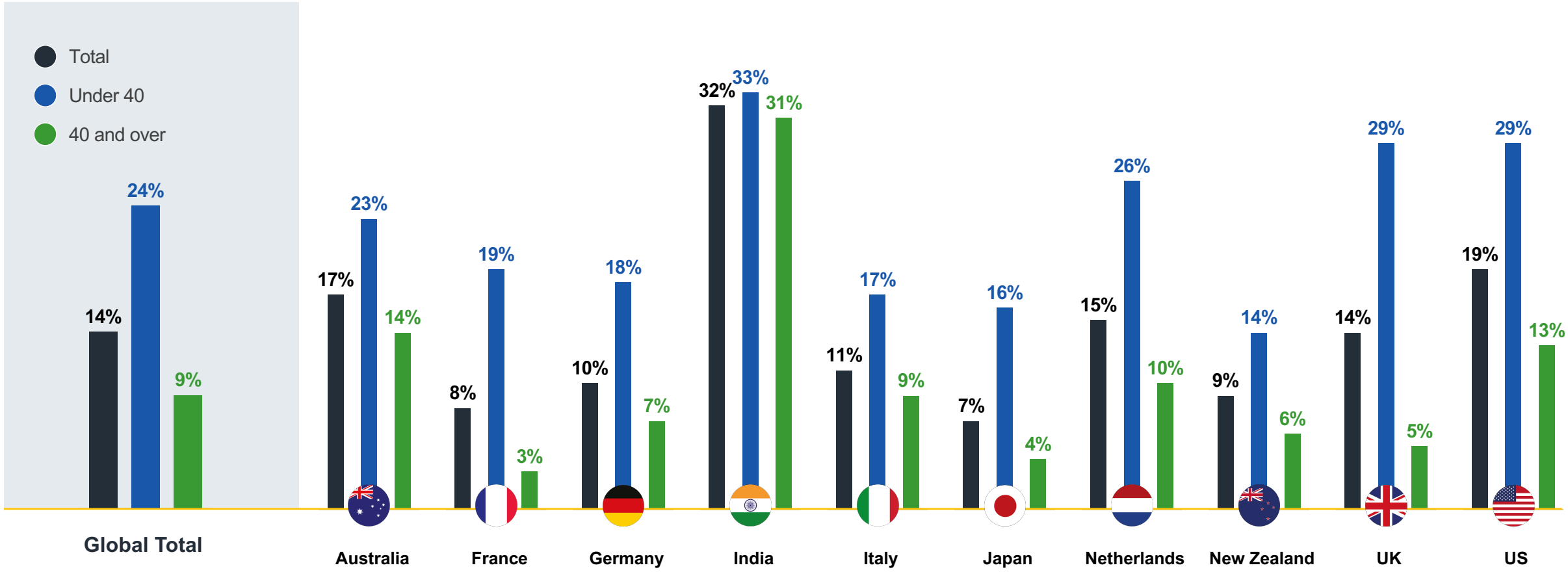
On Average and Within Most Countries We See Higher Familiarity with “Stalkerware” Among Those Under 40 Compared To Those 40+

Familiarity with “Stalkerware” or “Creepware” - % Very/Somewhat Familiar



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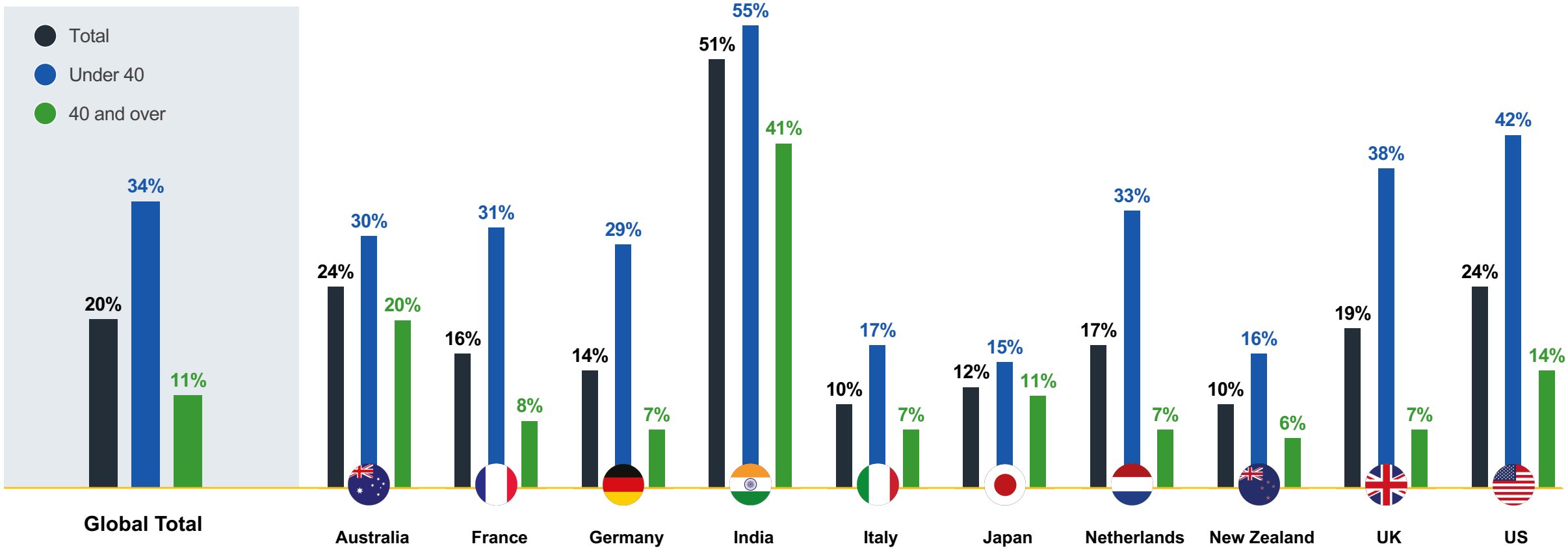
Around 1 in 5 Who Currently Have a Romantic Partner Believe Their Partner is At Least Somewhat Likely To Plant Stalkerware, With Younger Adults Under 40 Much More Likely to Say So

Likelihood Current Significant Partner Would Plant or Has Planted "Stalkerware" or "Creepware" - % At Least Somewhat Likely
(Of Those Who Have a Current Partner)



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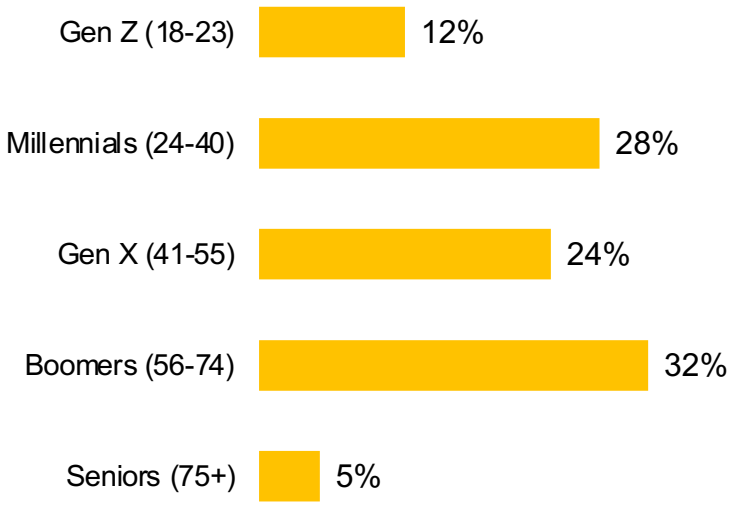
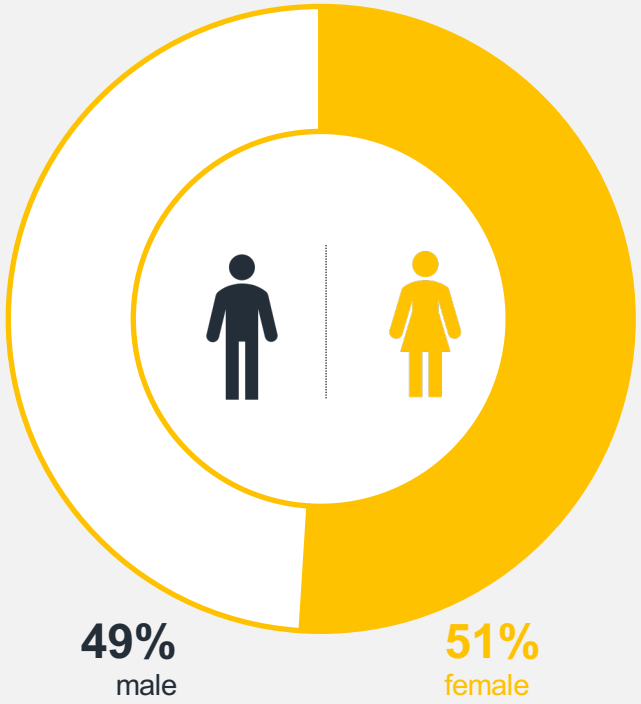
DEMOGRAPHICS

2021 Global Demographics

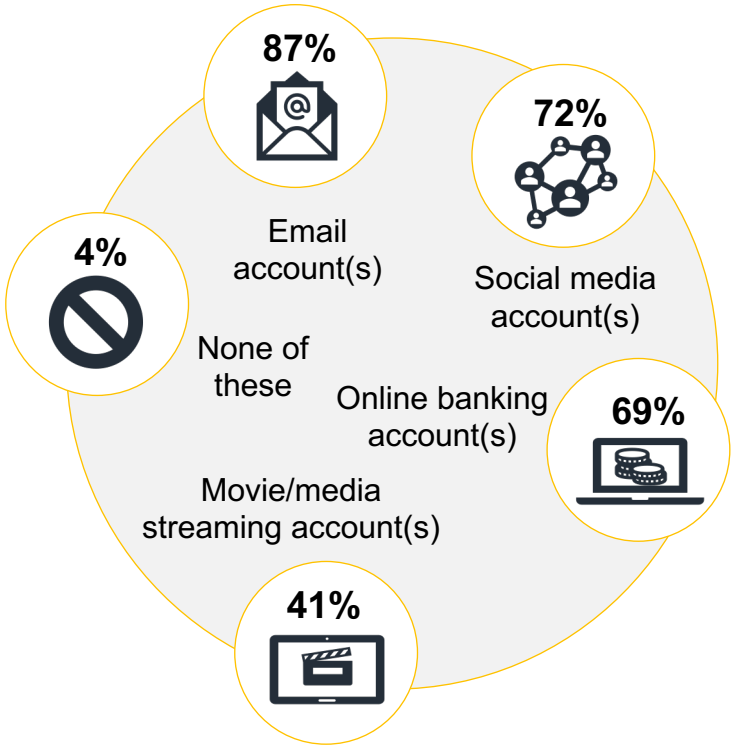
Age



Gender



Current account types



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