

Norton Cybersecurity Insights Report

Global Comparisons



TOP FINDINGS	BRAZIL	GLOBAL (17 countries)
Amount consumers lost to cybercrime in the past year	45 billion (BRL)	\$150 billion (USD)
Respondents who worry they will be a victim of online crime	78%	80%
People who think using public Wi-Fi is riskier than using a public restroom	48%	60%
Average amount of time consumers lost dealing with the impact of online crime	17 hours	21 hours
Respondents who believe they're more likely to have their credit card details stolen while shopping online than their wallet	60%	62%
Consumers who "always" use a secure password	35%	38%
The average number of passwords and types of accounts consumers share	2 Accounts Email 68% Social Media 54% Bank Account 45%	2 Accounts Email 55% Social Media 43% Bank Account 27%
Consumers who feel completely in control over their online security	20%	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 57% at School/Work 43%	Bullied Online 53% at School/Work 47%
Parents who worry their children will do something that makes the entire family vulnerable to online crime	72%	47%
Respondents who are confident they know what to do if they become a victim of online crime	26%	30%
Respondents who would rather cancel dinner plans with their best friend than cancel their debit/credit card	45%	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 80% Presentation at Work . . . 47% Screaming Baby 69%	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" . . . 58% Experienced online crime 61%	Millennials – "I'm not interesting enough" . . . 38% Experienced online crime 56%
Gender most likely to share passwords	Men 11% Women 16%	Men 20% Women 25%