

CYBERCRIME REPORT 2011

CYBERCRIME COSTS*

- Total net cost of cybercrime
- Victims' value of the time lost to cybercrime
- Direct cash cost (money stolen/cost of resolving cybercrime)

CYBERCRIME EXPERIENCES

- Online adults who have experienced cybercrime in their lifetime
- Victims who experienced cybercrime in the past 12 months
- Adults who have experienced mobile-related cybercrime

LOST TIME

- Days taken to resolve cybercrime in the past year (average)

TOP CYBERCRIMES

- Most common types of cybercrime in past 12 months (% of all cybercrime)

SECURITY

- Adults (%) who do not have up-to-date security software

ONLINE/OFFLINE CRIME: All online adults (%) who:

- have been a victim of online cybercrime in the last 12 months
- have been a victim of physical world (offline) crime in the last 12 months
- think they are more likely to be a victim of online crime than offline crime (over next 12 months)

VICTIMS (%) OF OFFLINE AND ONLINE CRIME WHO SAY CYBERCRIME:

- is just as upsetting (as physical world crime)
- makes me feel just as angry

ONLINE LIVING

- Hours spent online per week (average)
- Mobile/cell phone owners who access the Internet via their mobile device (%)
- Adults (%) who 'can't live without the Internet'
- Adults (%) who say 'I would lose contact with friends without my social networks'



UK

£1.1bn (US \$1.8bn)
 £618.9m (US \$1bn)
 £474.2m (US \$761.9m)

51%

61%

3%

4 days

- Computer viruses/malware** (38% overall, of which 55% occurred in the past 12 months)
- Online credit card fraud** (10% overall, of which 35% occurred in the past 12 months)
- Social network profile hacking** (6% overall, of which 57% occurred in the past 12 months)

28%

31%

10%

39%

59%

59%

20 hrs/week

48%

26%

29%



GLOBALLY
(24 countries)

US \$388bn
 US \$274bn
 US \$114bn

69%

65%

10%

10 days

- Computer viruses/malware** (54% overall, of which 58% occurred in the past 12 months)
- Online scams** (11% overall, of which 52% occurred in the past 12 months)
- Phishing** (10% overall, of which 53% occurred in the past 12 months)

41%

44%

15%

31%

67%

68%

24 hrs/week

44%

24%

32%

*Visit: <http://norton.com/cybercrimereport> for more information and detailed methodology, extrapolations and definitions.



NORTON ONLINE FAMILY REPORT

VICTIMS

Kids (%) aged 8-17 who have ever experienced:

- any kind of negative online situation*
- a serious negative online situation*
- a negative mobile-related incident

MOST COMMON EXPERIENCES

- The most common negative online situations 8-17 year olds have experienced are ...

PARENTAL BLINDSPOTS

- Parents (%) who say they have no idea what their kids do online
- Kids (%) who think their parents have no idea about what they do online

KIDS' WORRIES

- The main reason kids wouldn't tell their parents about negative online experiences are ...

CYBER-SCHOOLS

Respondents (%) who think schools should integrate Internet technology as much as possible*

- Teachers
- Parents
- Kids

TEACHERS & TECHNOLOGY

- Teachers (%) who are friends with students on social networks
- Teachers (%) who think being friends with students on social networks exposes them to risks
- Teachers (%) who have personally experienced or know a teacher who has experienced cyberbaiting*

CYBERSAFETY IN SCHOOLS

- Kids who think they get too little education at school about online safety
- Teachers who think their school should be doing more to educate kids about online safety
- Parents who think schools should be doing more to educate kids about online safety

BRINGING CYBERBUGS HOME

Adults (%) who have been a cybercrime victim:

- Adults overall
- Parents of kids aged 8-17
- Parents whose kids have had a negative online experience

HOUSE RULES

Kids (%) who have had a negative online experience:

- who have stuck to Internet house rules
- who have broken Internet house rules

ROOM FOR IMPROVEMENT

Parents (%) who have:

- house rules about the amount of time kids can spend online
- house rules about safe websites
- set parental controls on family computer



52%
30%
7%

- A child/teenager I don't know tried to befriend me on a **social network (29%)**
- I downloaded a **virus** to my own/a family computer **(22%)**
- I have seen **nude** body images or videos online **(17%)**

7%
16%

- They worry they would **get into trouble (22%)**
- They are **embarrassed (19%)**

92%
83%
86%

3%
94%
17%

27%
58%
62%

51%
39%
66%

46%
76%

40%
46%
38%



GLOBALLY
(24 countries)

62%
39%
13%

- A child/teenager I don't know tried to befriend me on a **social network (29%)**
- I have seen very **violent** images, videos or games online **(28%)**
- I downloaded a **virus** to my own/a family computer **(25%)**

6%
17%

- They worry they would **get into trouble (20%)**
- They worry their **parents would overreact (19%)**

91%
83%
84%

34%
67%
21%

44%
80%
70%

69%
72%
87%

52%
82%

51%
43%
32%