



January 2022

# 2022 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 10,003 adults aged 18+ in 10 countries. The survey was conducted November 15 - December 7, 2021 in Australia (n=1,002), Brazil (n=1,000), France (n=1,001), Germany (n=1,000), India (n=1,000), Italy (n=1,000), Japan (n=1,000), New Zealand (n=1,000), 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, urbanicity, and propensity to be online. A global post weight was applied to ensure equal weight of each country in the global total.

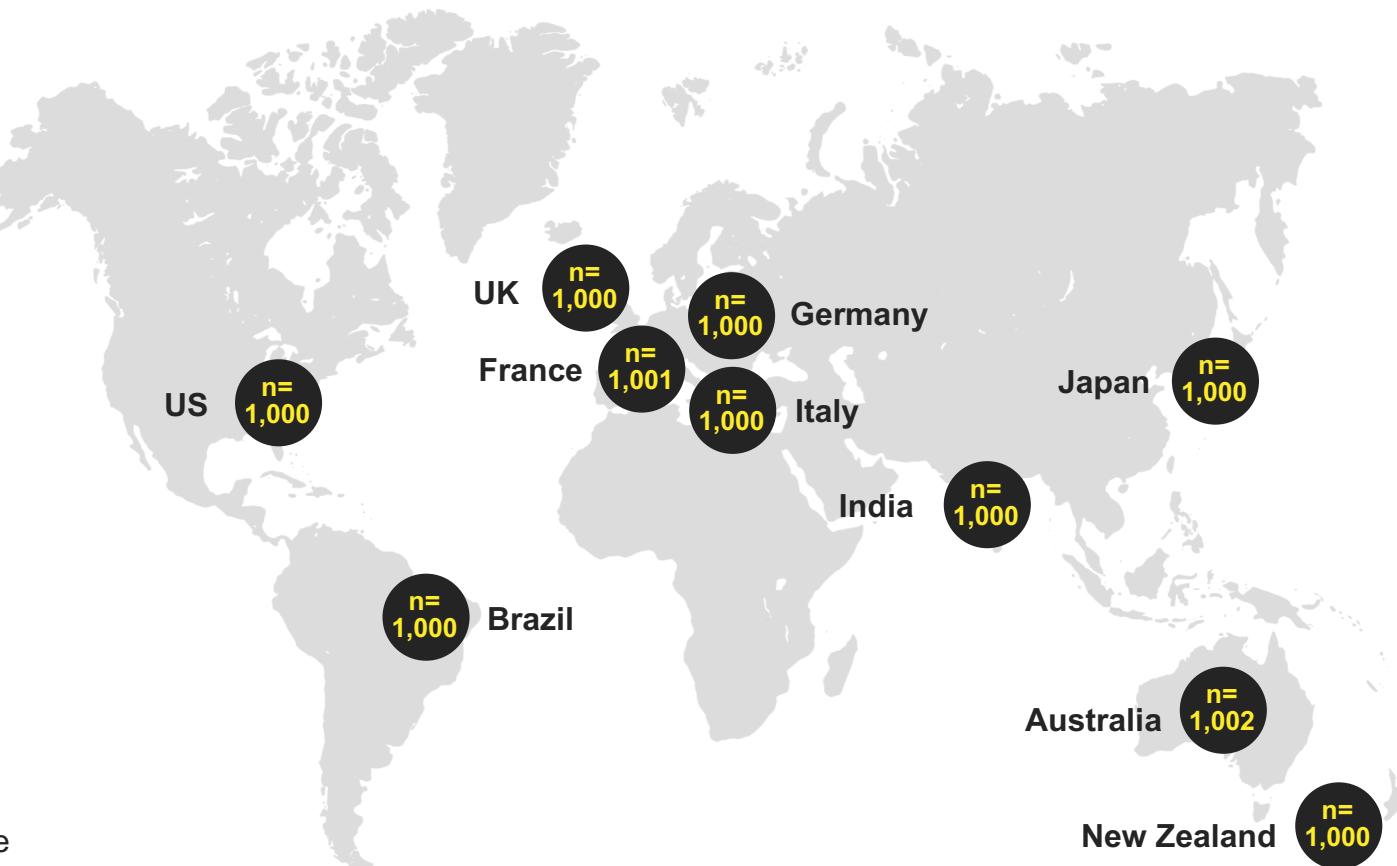
Throughout the report, references to YOY changes represent differences in results from the 2021 Global NLCSIR Study, conducted online by the Harris Poll on behalf of NortonLifeLock among 10,030 adults aged 18+ in 10 countries from February 15-28, 2021.

Population projection estimates cited are calculated based on adult population (age 18+) figures from the U.S. Census Bureau's 2022 International Data Base, Pew Research Center 2017 Global Attitudes Survey and IBGE Instituto Brasileiro de Geografia e Estatística PNAD 2018 Internet Users. No estimates of theoretical sampling error can be calculated.

ONLINE SURVEY

10,003 ADULTS

10 COUNTRIES



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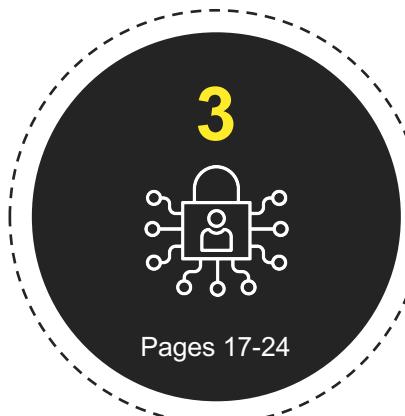
Cybercrime: Incidence,  
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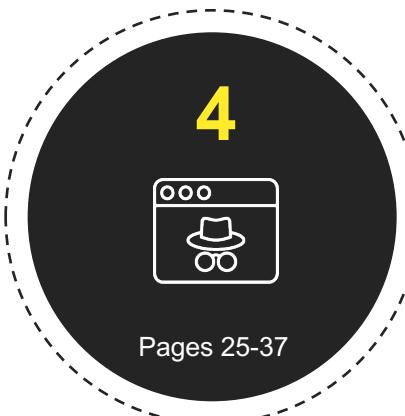
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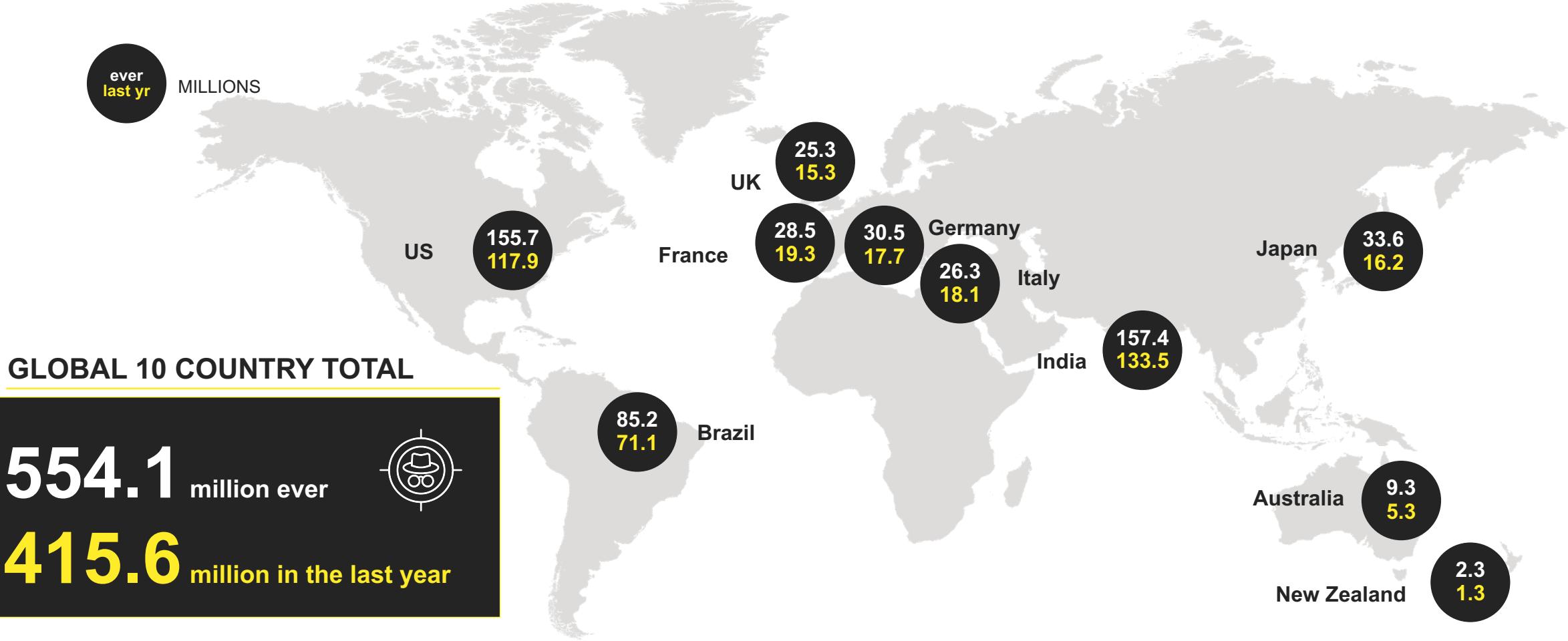


# Cybercrime: Incidence, Impact & Attitudes

The continued prevalence of virtual life has provided fertile ground for cybercriminals – more than 415 million adults in 10 countries\* experienced cybercrime in the past 12 months. These incidences have financial and mental ripple effects on those who experience them. Among those who experienced cybercrime in the past year, a total of 4.4 billion hours were spent trying to resolve the issues created.

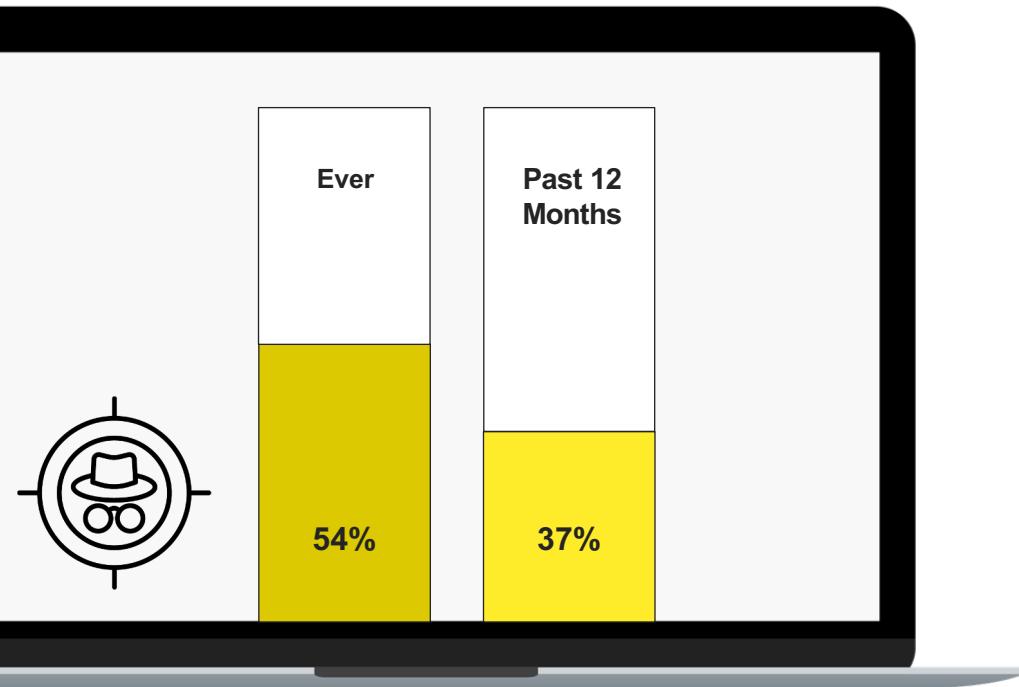
\*Australia, Brazil, France, Germany, India, Italy, Japan, New Zealand, United Kingdom, United States

# On Average, Over 550 Million Consumers Globally Have Ever Experienced a Cyber Crime; 415 Million Say They Have Been a Victim in the Past 12 Months



# Over Half of Consumers Have Experienced a Cybercrime, and More Than 1 in 3 Have Fallen Victim in the Past 12 Months Alone

## Experienced a Cybercrime



## Top 3 Cybercrimes Ever Experienced

- 1 Detected malicious software on a computer, Wi-Fi network, smartphone, tablet, smart home, or other connected device  24%
- 2 Detected unauthorized access on a social media account  14%
- 3 Detected unauthorized access on an email account  14%

## % Who Have Experienced Cybercrime by Country

	Ever	Past 12 months	P12M % Pt. Change YOY
	46%	26%	-11%
	69%	58%	N/A
	53%	36%	+2%
	45%	26%	-1%
	76%	65%	+6%
	50%	34%	-1%
	32%	15%	-3%
	58%	33%	-2%
	48%	29%	+1%
	59%	45%	+4%

# On Average, Past Year Cybercrime Victims Spent 4.4 Billion Hours Resolving Issues; Half of Victims Were Impacted Financially

**4,384,168,797**

Hours lost globally

**7.8**



Hours spent (on average) resolving issues caused

**51%**

Have lost money as a result of the cyber crime committed

On average across all 10 countries, past 12 month cybercrime victims are more likely to have lost money this year compared to 2021 (51% compared to 47% in 2021)

Trended Hours Spent Resolving Cybercrime by Country  
(Average\*)

	2022	YOY Change
Australia	5.1	-3.1
Brazil	11.6	N/A
France	6.8	+1.3
Germany	6.3	-2.8
India	13.0	+2.2
Italy	8.9	+0.2
Japan	2.5	-3.4
New Zealand	4.8	+1.1
UK	8.6	+4.2
USA	10.3	+3.6

\*Average has been trimmed to remove outliers

Trended % Who Lost Money From Cybercrime by Country

	2022	YOY Change
Australia	47%	-6%
Brazil	51%	N/A
France	51%	+8%
Germany	55%	+10%
India	70%	-2%
Italy	44%	+3%
Japan	13%	+2%
New Zealand	33%	-1%
UK	52%	+5%
USA	58%	+12%



2

# Identity Theft: Incidence & Attitudes

Globally\*, around 2 in 3 adults are very worried their identity will be stolen, and many say they would have no idea what to do if it were. With over 81 million people in 10 countries having experienced ID theft in the past 12 months, it is no surprise that close to half of consumers expect their identity to be stolen at some point.

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

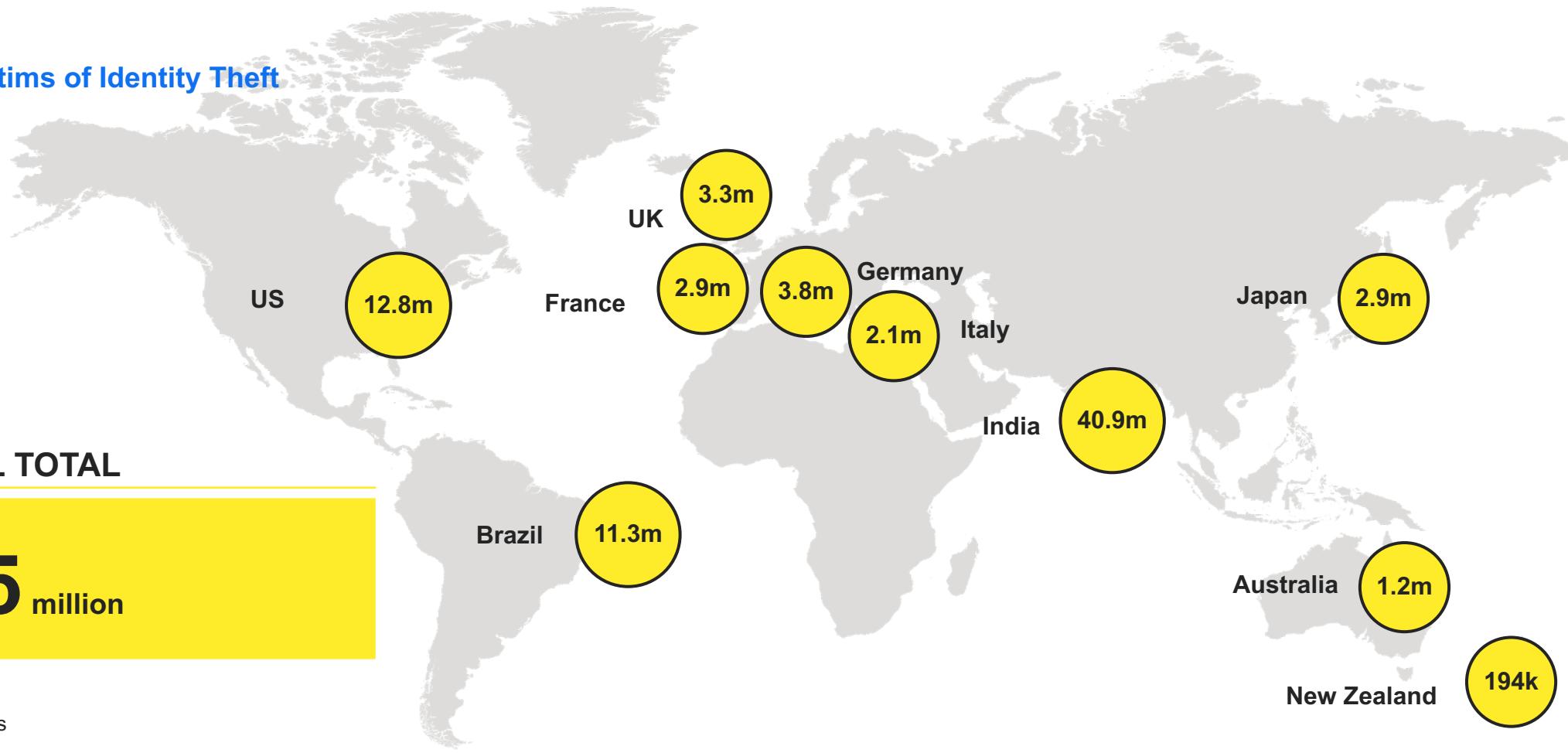
# Over 81 Million Consumers\* Were the Victim of Identity Theft Last Year

Victims of Identity Theft

GLOBAL TOTAL

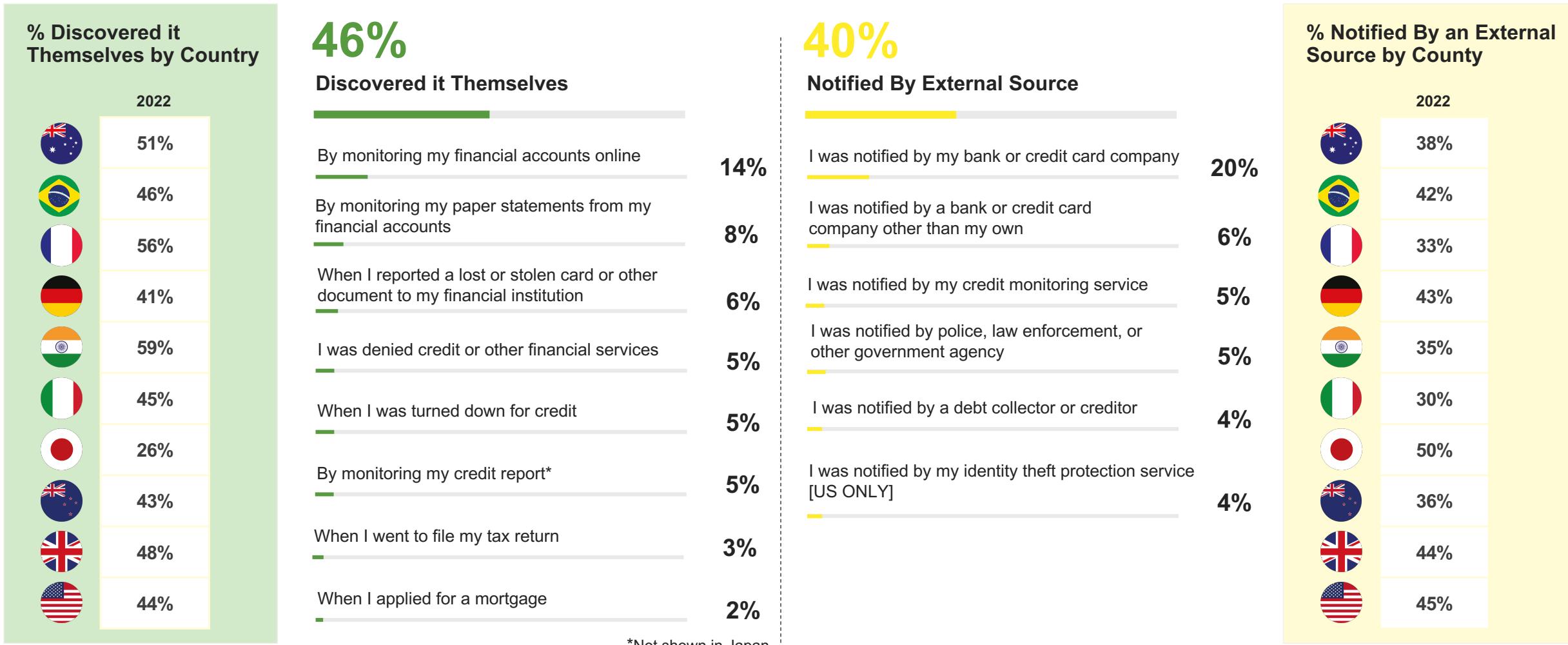
**81.5** million

\*in 10 countries

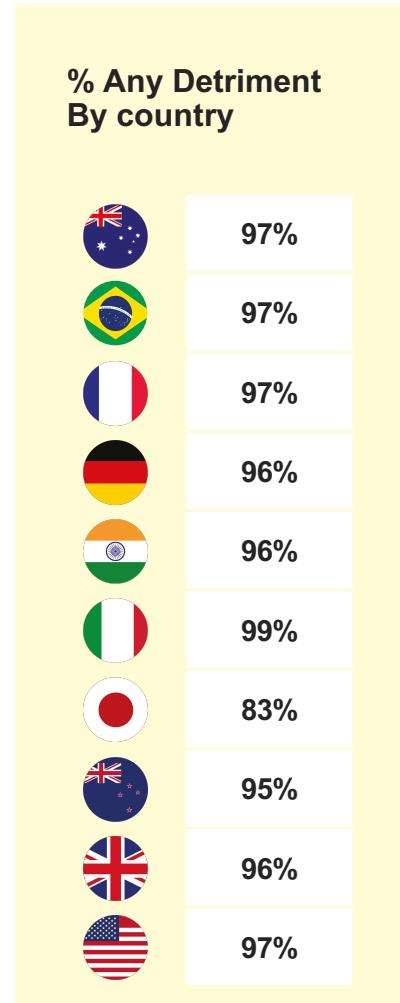
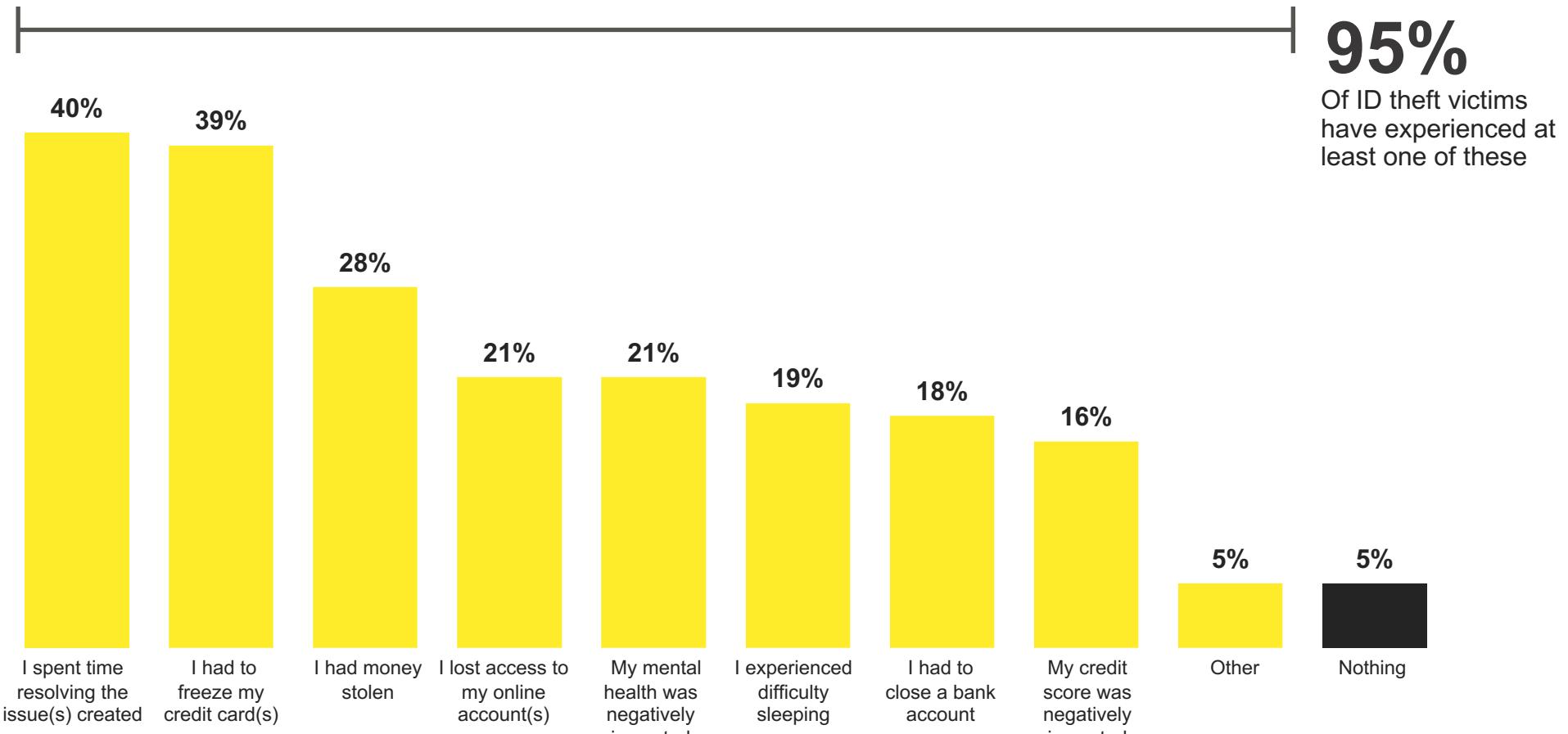


Based on an online survey of 9,285 adults in 9 countries conducted in December 2021 and an online survey of 5,008 adults in the US conducted in January 2022 by The Harris Poll on behalf of Norton™ LifeLock™.

# Of Those Who Experienced Identity Theft, 2 in 5 Were Notified About It by an External Source; Close to Half Discovered the Theft Themselves



# For the 81 Million Adults Globally Who Were Victims of Identity Theft in 2021, Nearly All Experienced Financial and Mental Health Detriments as a Result



# Nearly All Identity Theft Victims Felt Some Impact, Most Commonly Giving up Their Time Resolving the Issue(s) Created

## Impacts Experienced

(Top 3 By Country)



Spent time resolving the issue

41%

Had to freeze credit cards

40%

Had money stolen

39%



Had to freeze credit cards

56%

Spent time resolving the issue

52%

Had money stolen

34%



Had to freeze credit cards

40%

Spent time resolving the issue

33%

Had money stolen

32%



Spent time resolving the issue

40%

Had money stolen

26%

Had to freeze credit cards

25%



Spent time resolving the issue

33%

Lost access to online account

30%

Had money stolen

29%



Spent time resolving the issue

43%

Had to freeze credit cards

39%

Lost access to online account

31%



Had to freeze credit cards

41%

Spent time resolving the issue

37%

Mental health negatively impacted

19%



Had to freeze credit cards

47%

Spent time resolving the issue

33%

Had money stolen

29%



Spent time resolving the issue

30%

Had to freeze credit cards

29%

Had money stolen

27%



Spent time resolving the issue

58%

Had to freeze credit cards

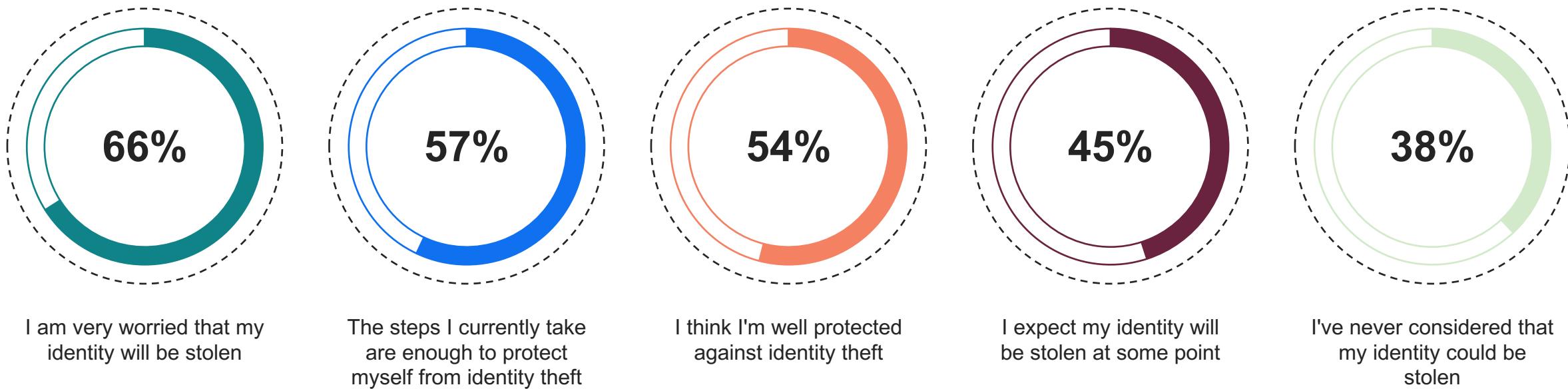
47%

Had money stolen

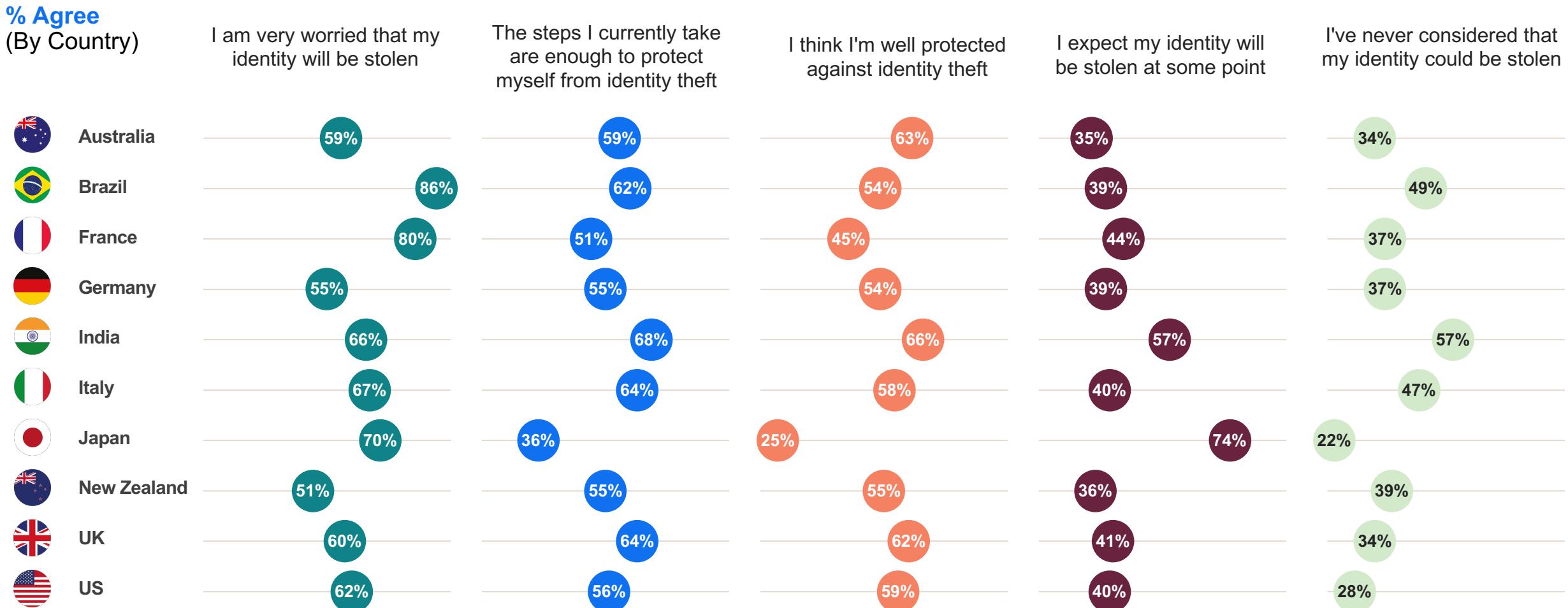
34%

# More Than Half of Adults Globally Feel Well Protected Against Identity Theft, Yet 2 in 3 Are Very Worried Their Identity Will Be Stolen

% Agree with Attitudes Toward Identity Theft  
(Global Total)

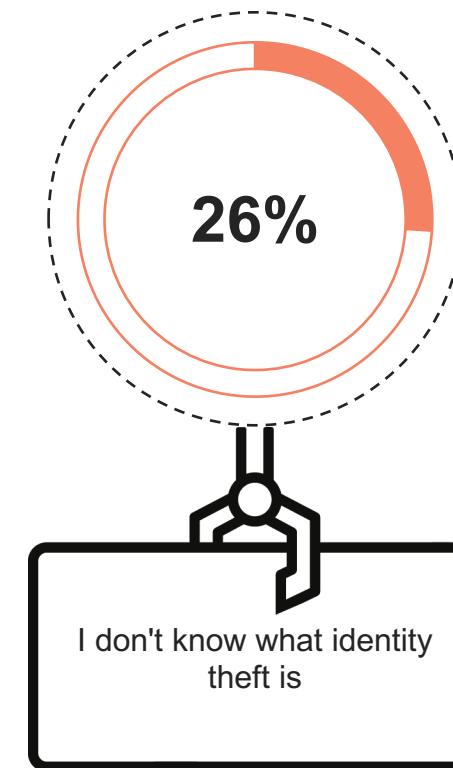
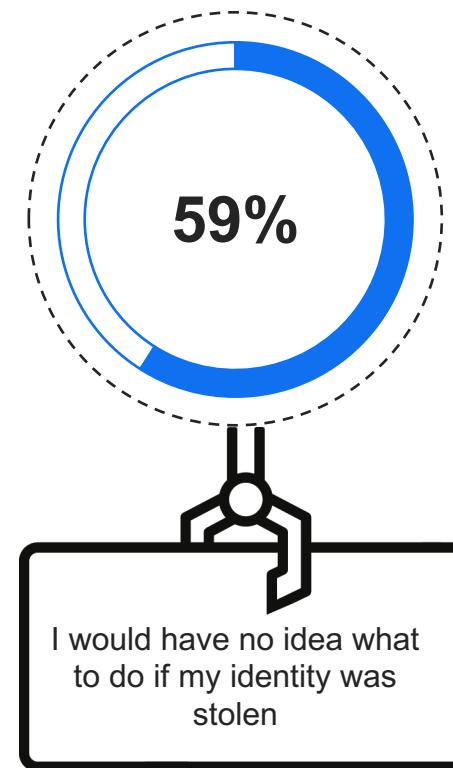
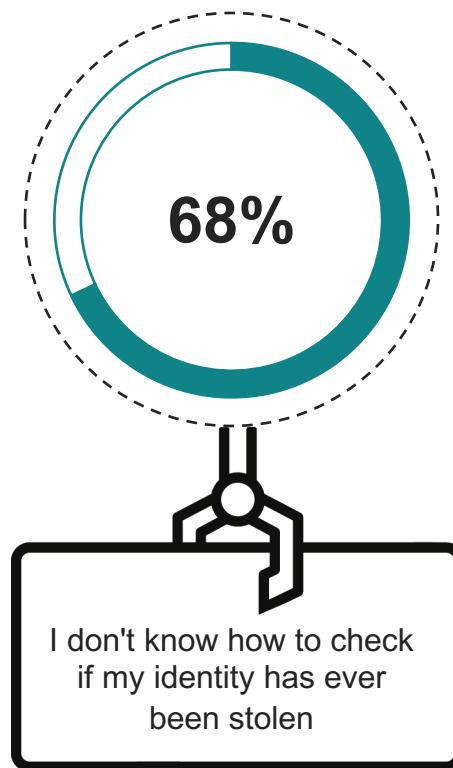


# Consumers in Brazil and France Most Concerned Their Identity Will Be Stolen, and Only Around Half Feel Well Protected Against It



# The Majority Admit They Would Have No Idea What to Do or How to Check if Their Identity was Stolen

% Agree with Attitudes Toward Identity Theft  
(Global Total)



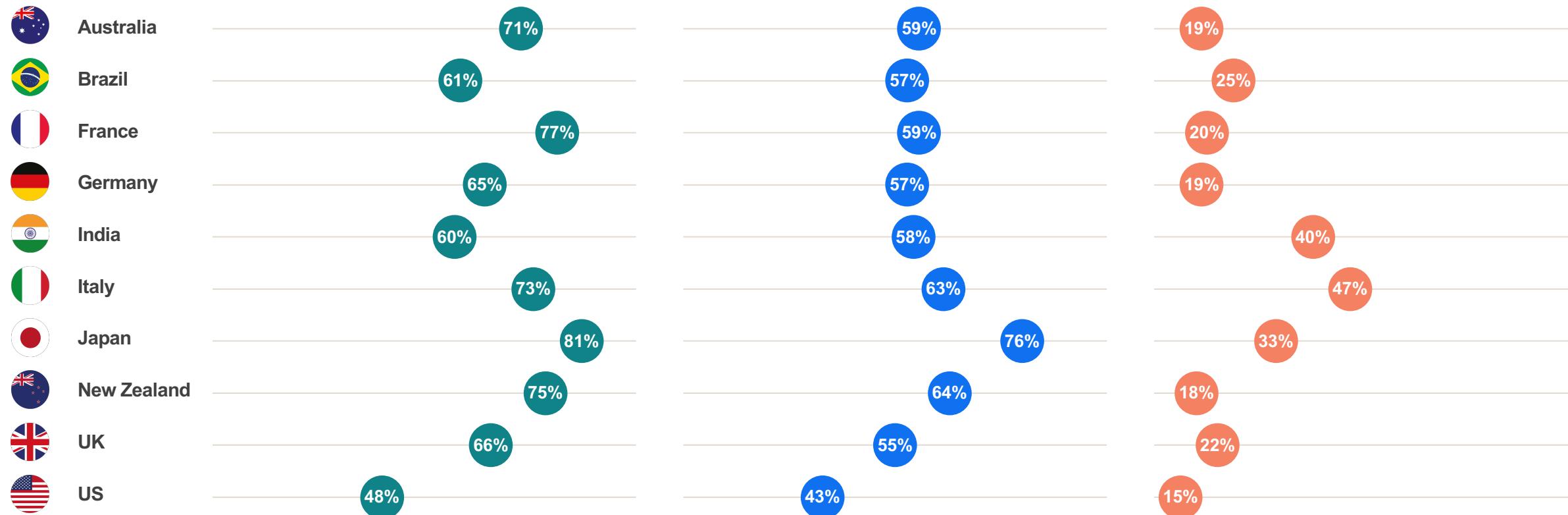
# Though Knowledge Gaps Vary by Country, Opportunities for Identity Theft Prevention Education Abound

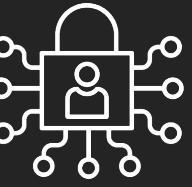
**% Agree**  
(By Country)

I don't know how to check if my identity has ever been stolen

I would have no idea what to do if my identity was stolen

I don't know what identity theft is





3

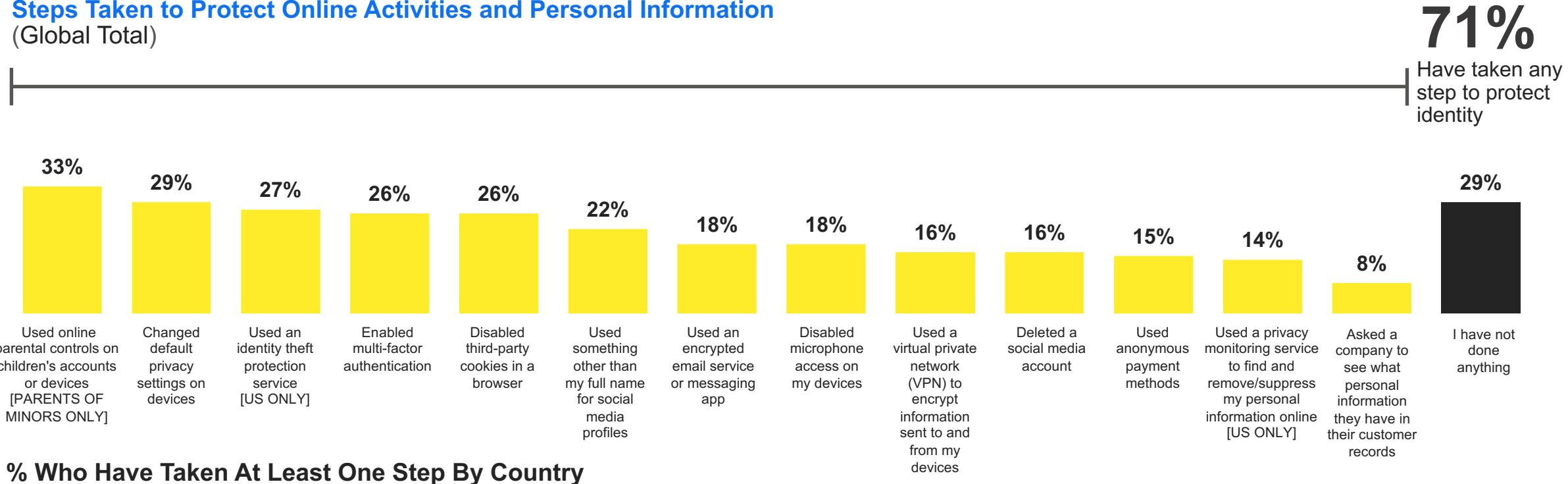
# Protecting Personal Privacy

Despite more than 3 in 5 consumers\* saying they accept certain risks to their online privacy to make their life more convenient, four in five say they are concerned about their data privacy and seven in ten have taken steps to protect their online privacy.

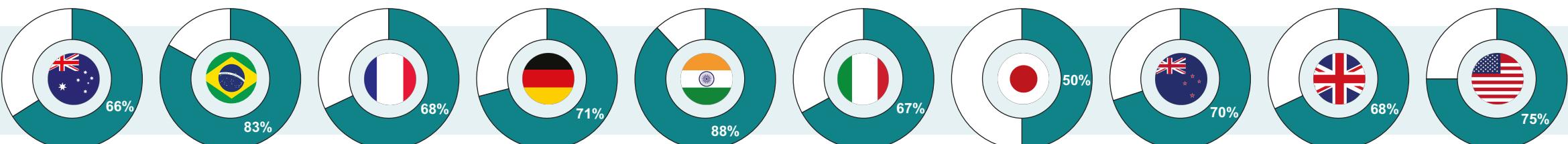
\*Australia, Brazil, France, Germany, India, Italy, Japan, New Zealand, United Kingdom, United States

# Most Adults Have Taken Steps to Protect Their Online Privacy, Particularly in Brazil and India

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



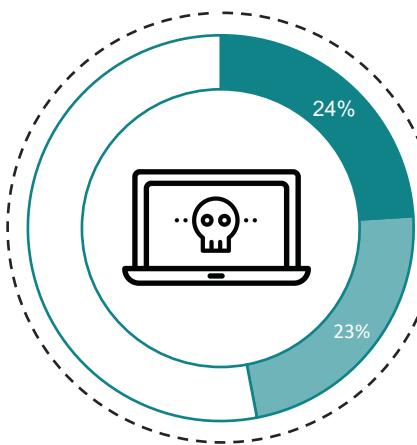
## % Who Have Taken At Least One Step By Country



# Close to Half of Adults Have Experienced a Computer or Mobile Device Virus, With a Quarter Reporting That They Have Experienced This Multiple Times

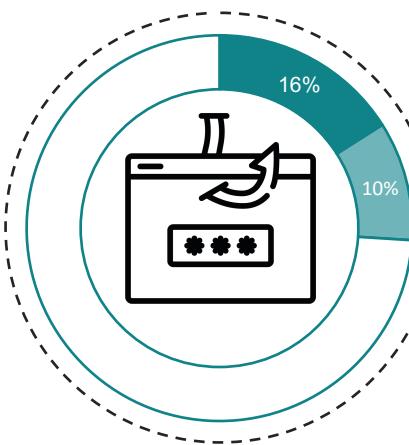
Scams, Viruses, and Attacks Experienced  
(Global Total)

● Multiple times ● Once



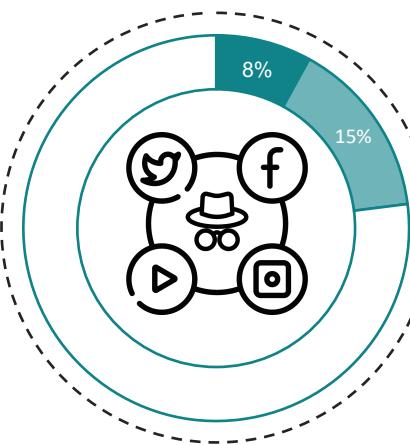
Computer/mobile device virus

**47%** (net)



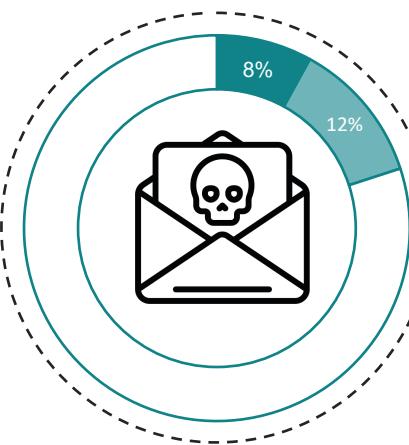
Phishing scam

**25%** (net)



Social media hacking

**23%** (net)



Email hacking

**20%** (net)



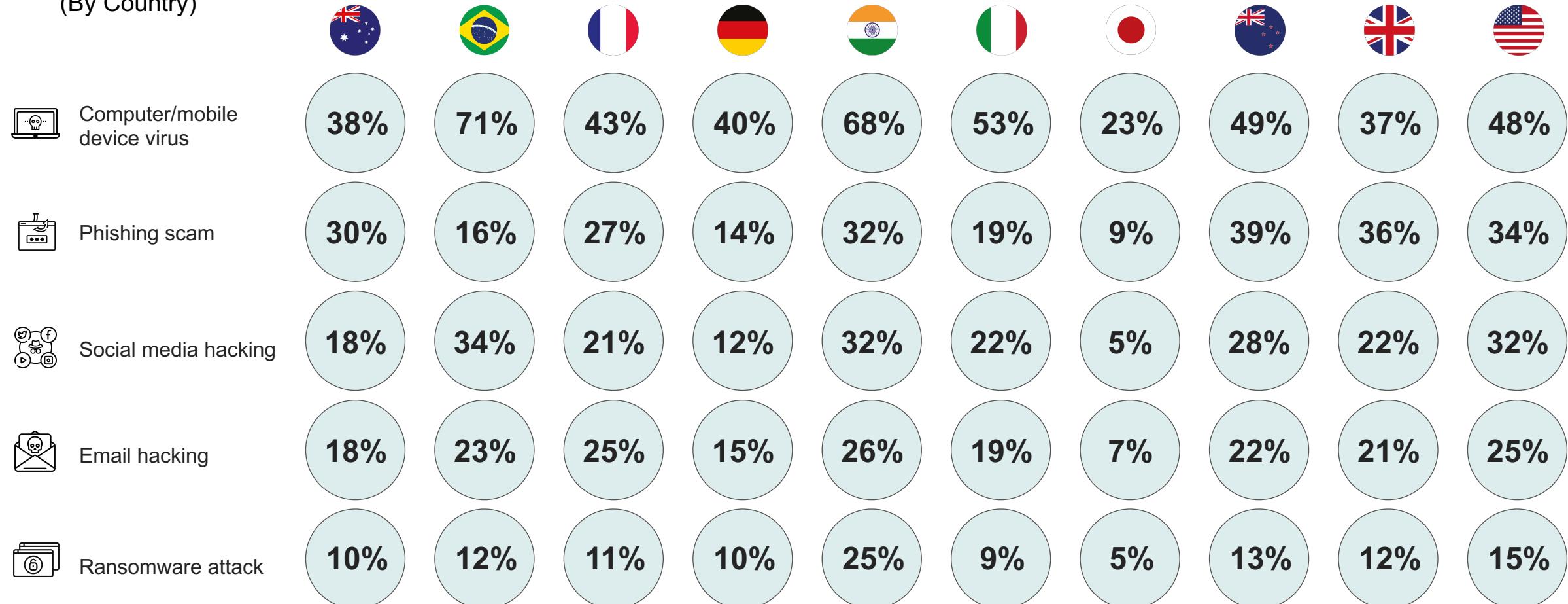
Ransomware attack

**12%** (net)

# Adults in India and Brazil Most Likely to Say That They Have Experienced a Computer or Mobile Device Virus

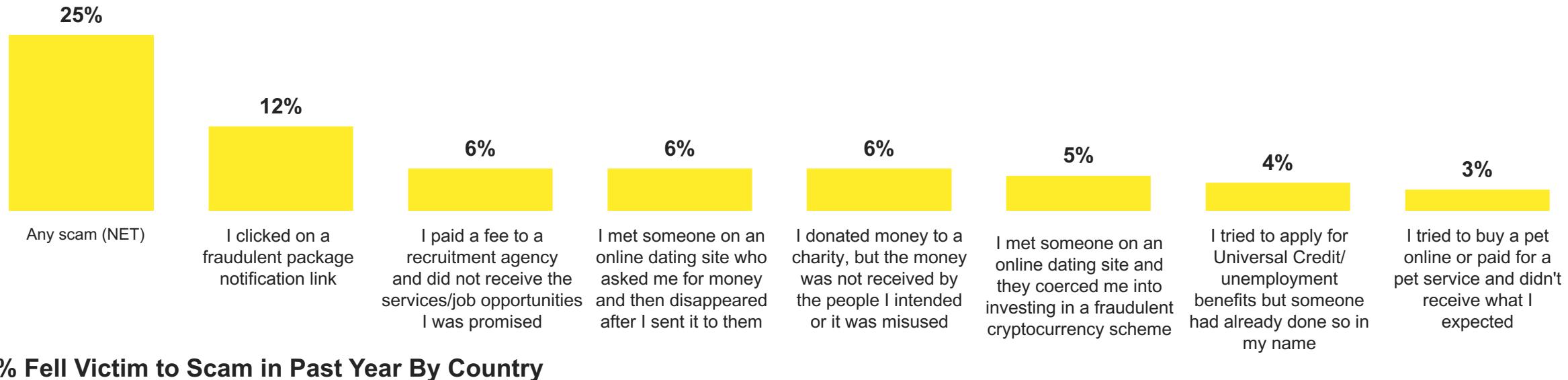
## Scams, Viruses, and Attacks Experienced

(By Country)

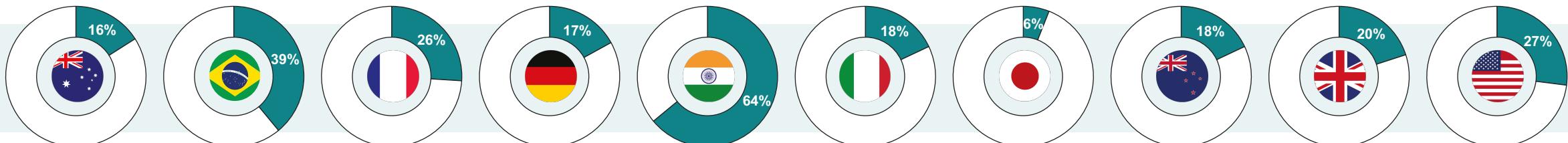


# 1 in 4 Say They Have Fallen Victim to a Scam in the Past 12 Months, Most Commonly Clicking on a Fraudulent Package Notification Link

**Scams Experienced in the Past Year**  
(Global Total)

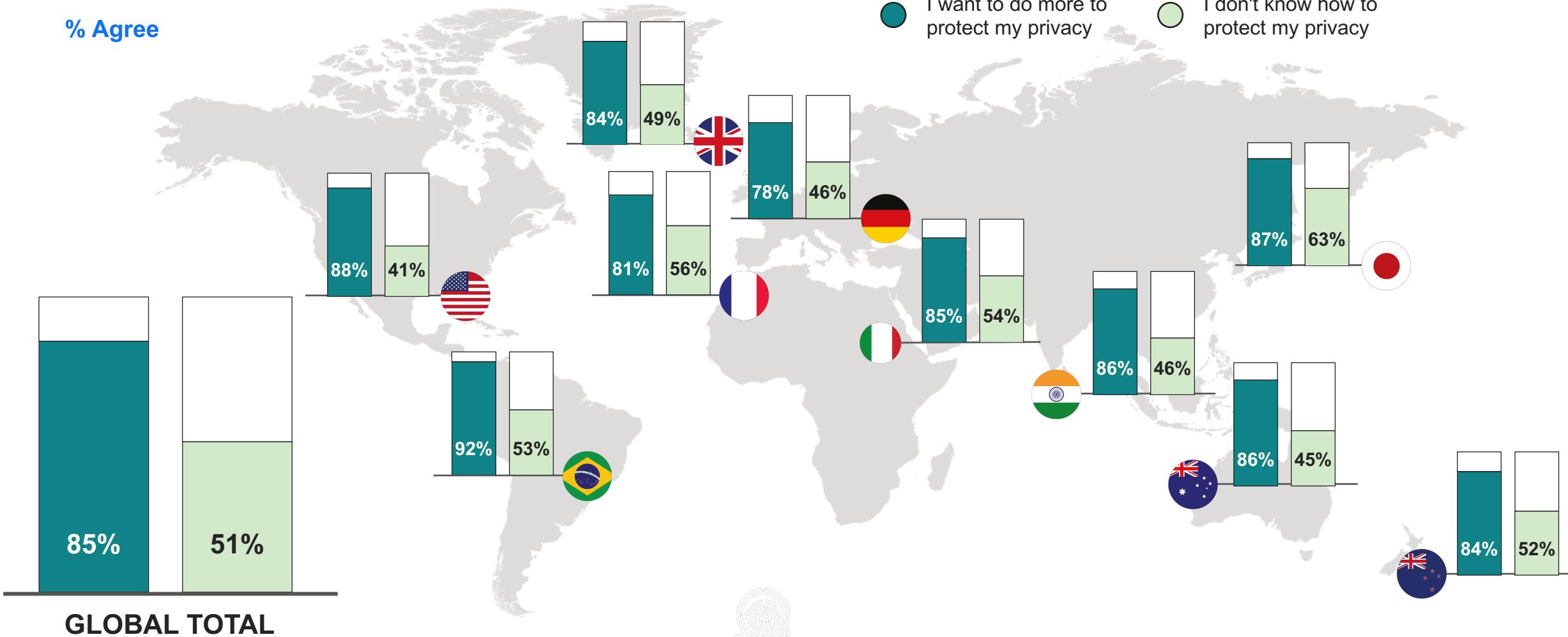


**% Fell Victim to Scam in Past Year By Country**



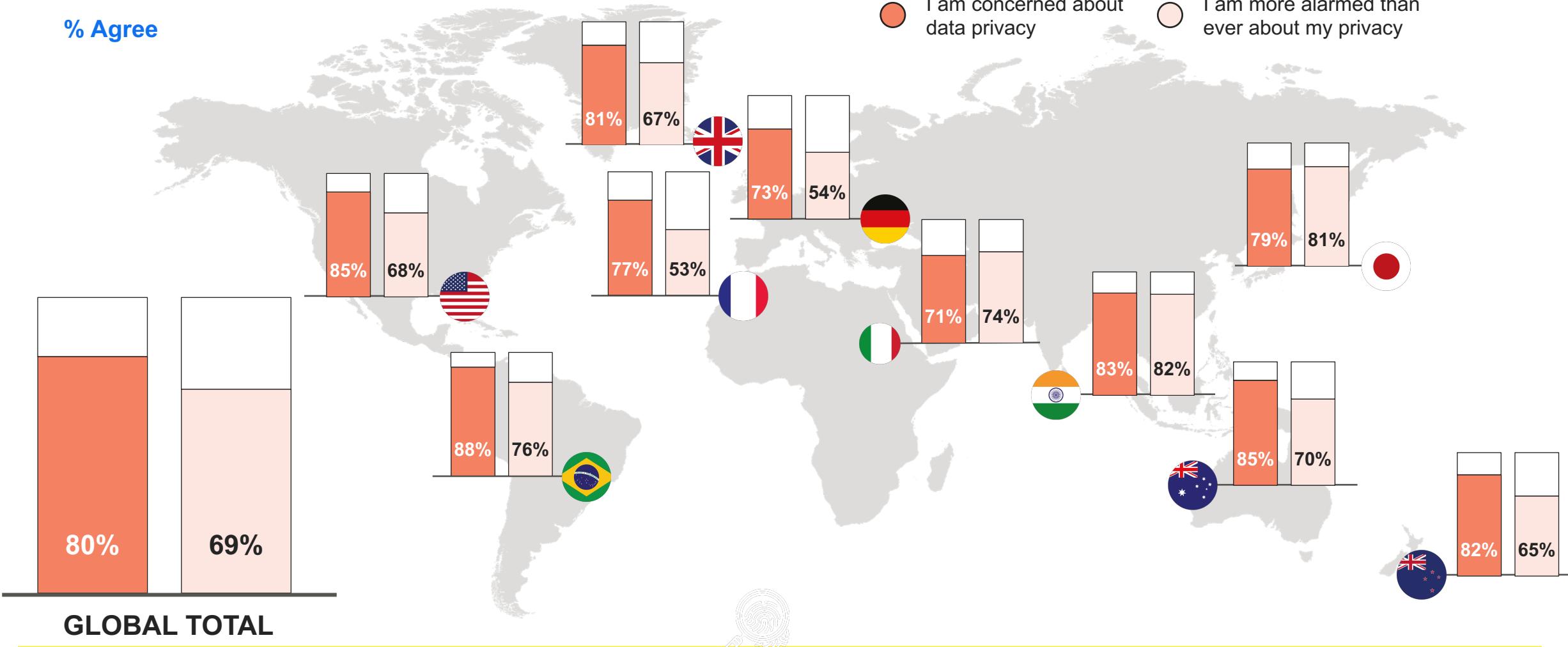
# The Vast Majority Want to Do More to Protect Their Privacy, but More Than Half Don't Know How

% Agree



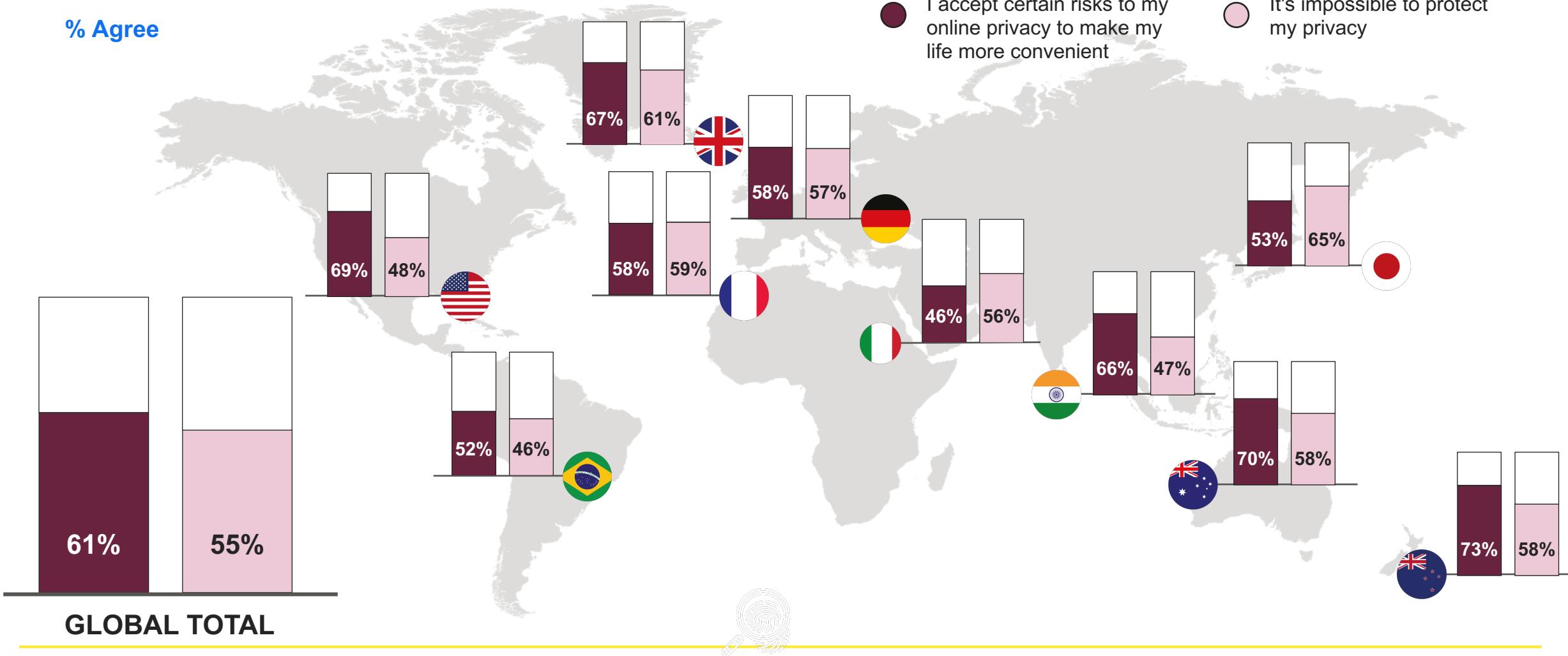
# 8 in 10 Consumers Say They Are Concerned About Data Privacy, and for Nearly 7 in 10, They Are More Alarmed Than Ever

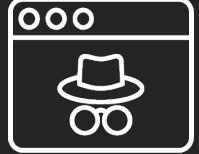
% Agree



# The Majority of Adults Admit They Make Trade-Offs on Certain Aspects of Online Safety in Return for Greater Convenience

% Agree





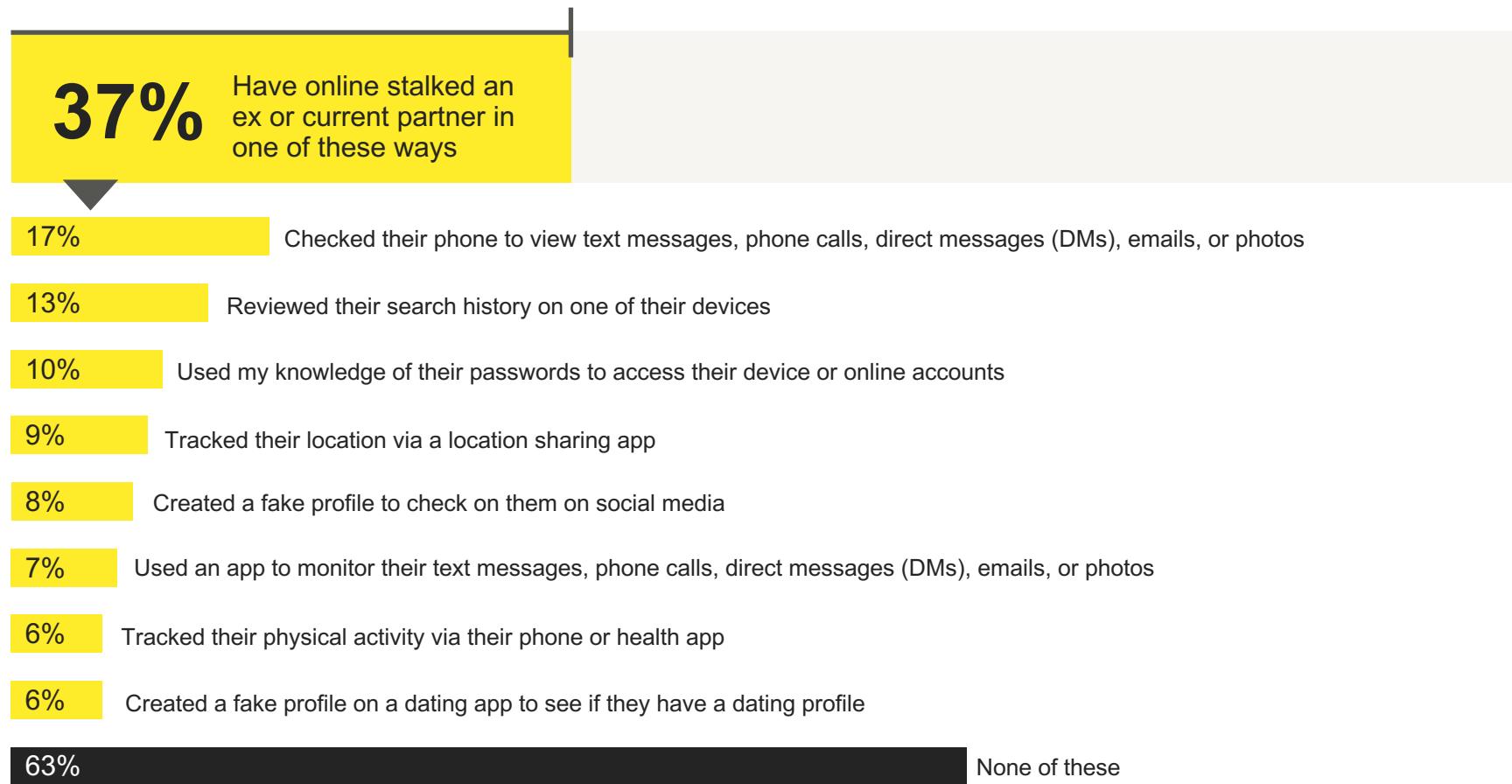
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# Online Creeping

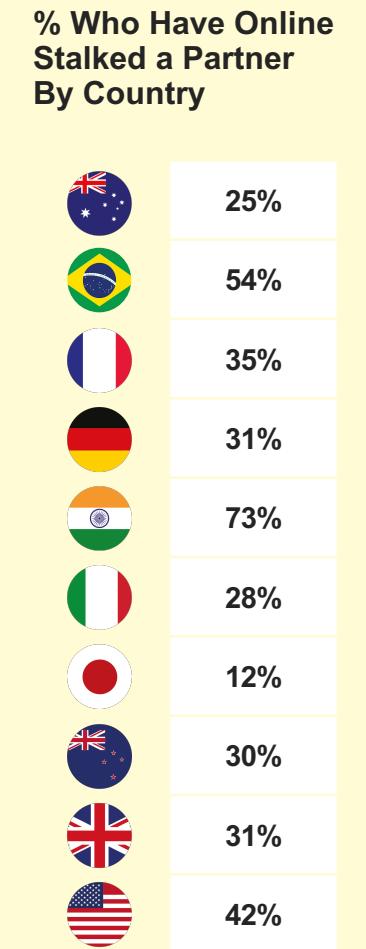
Over one-third of adults\* who have been in a romantic relationship admit to online “stalking” their current or former partners. Further, 2 in 3 adults who have ever used an online dating site admit to looking up a potential partner online after matching with them, either through social media, search engines, professional networking sites, or in some cases, a paid background check.

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

# One-Third of Adults Who Have Been in a Romantic Relationship Have Online Stalked an Ex or Partner Without Their Knowledge or Consent



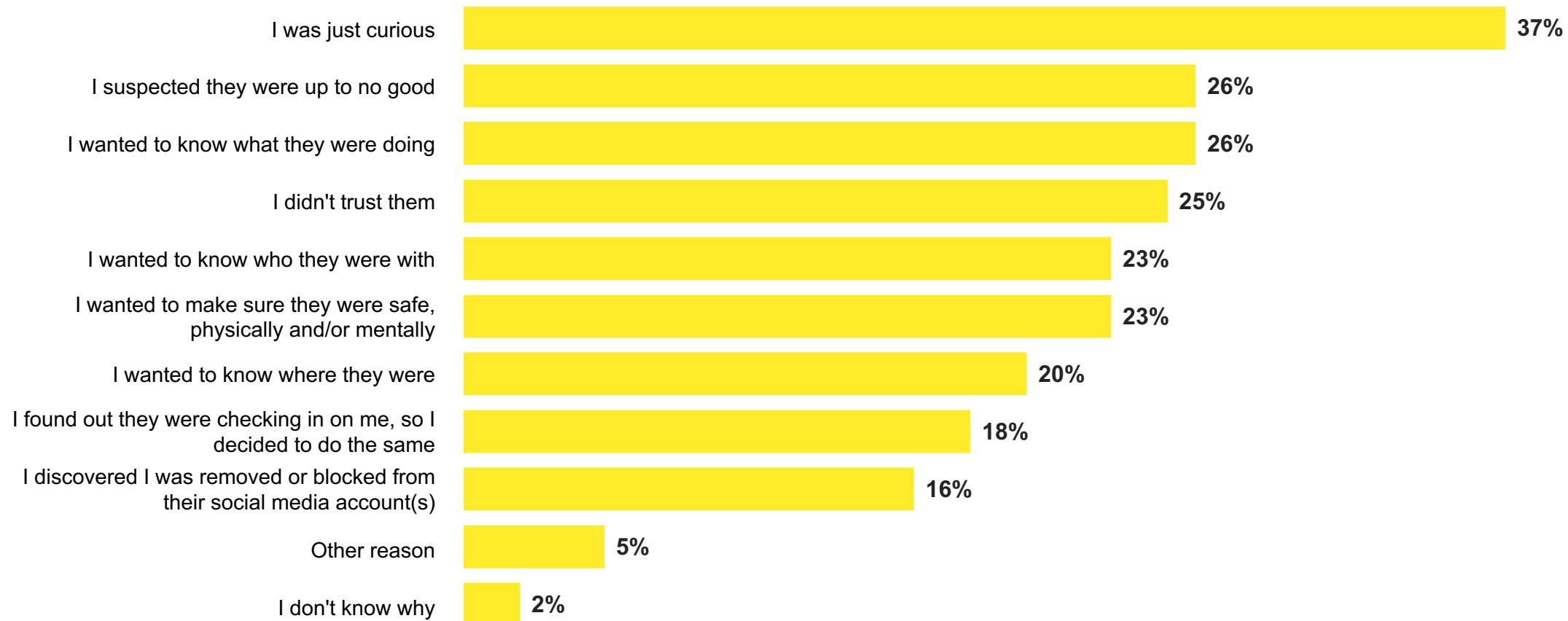
% Who Have Online  
Stalked a Partner  
By Country



# For Those Who Have Online Stalked a Romantic Partner, More Than One Third Said They Did So Because They Were Simply Curious

## 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)



# In All Countries, Curiosity Tops the List of Reasons for Checking in on a Romantic Partner

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

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



Suspected they were up to no good  
29%

Didn't trust them  
27%



Suspected they were up to no good  
38%

Wanted to know who they were with  
29%



Didn't trust them  
25%

Wanted to make sure they were safe  
22%



Didn't trust them  
22%

Wanted to know what they were doing  
20%



Wanted to make sure they were safe  
37%

Wanted to know what they were doing  
36%



Wanted to know what they were doing  
20%

Suspected they were up to no good  
18%



Suspected they were up to no good  
36%

Wanted to know what they were doing  
30%



Didn't trust them  
30%

Suspected they were up to no good  
25%



Didn't trust them  
24%

Suspected they were up to no good  
23%



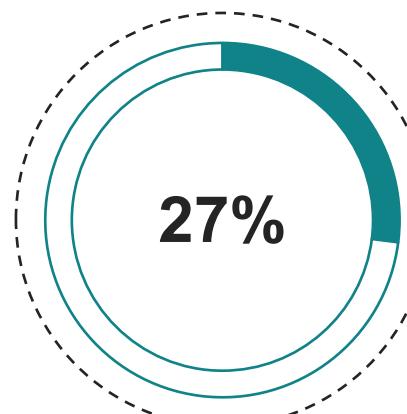
Suspected they were up to no good  
29%

Wanted to know what they were doing  
28%

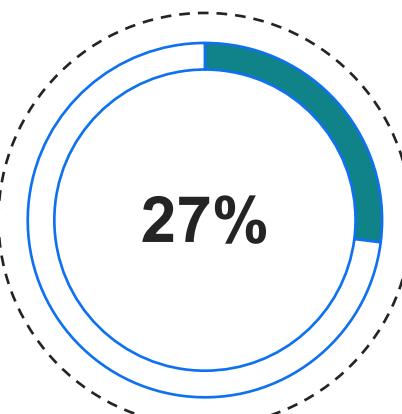
# More Than 1 in 4 Adults Say They Don't Care About Being Stalked, as Long as It's Not in Person

## Agreement with Attitudes About Online Stalking

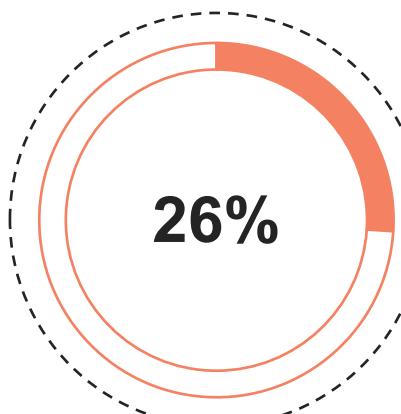
(Global Total)



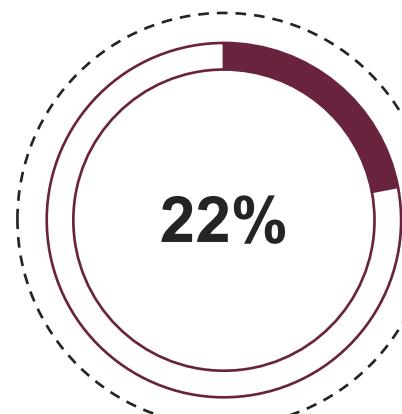
I don't care if I'm being stalked online by a current/former partner as long as I'm not being stalked in person



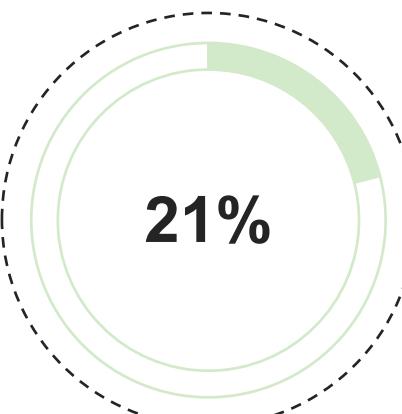
Online stalking is okay if it is for their current/former partner's physical or mental wellbeing



Online stalking is okay if one or both partners have cheated or are suspected of cheating

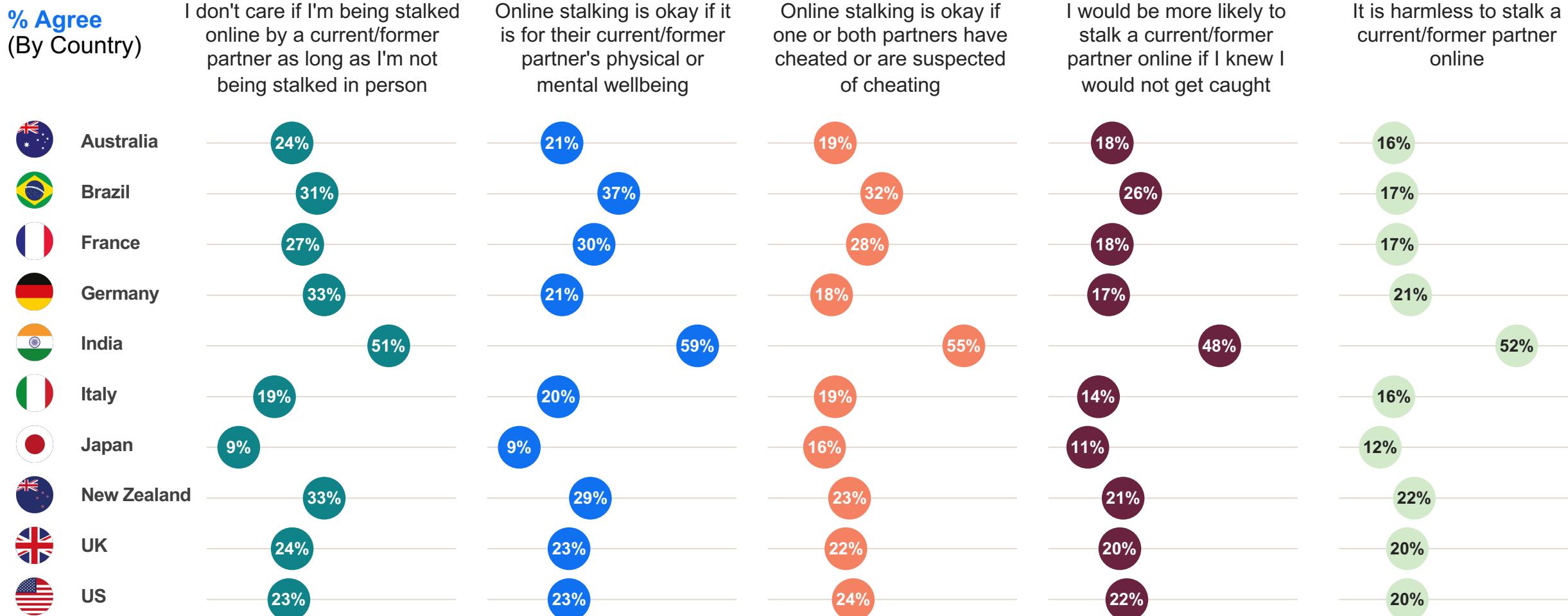


I would be more likely to stalk a current/former partner online if I knew I would not get caught



It is harmless to stalk a current/former partner online

# Adults in Japan Least Likely to Condone Online Stalking



# Adults Aged 40 or Older More Likely Than Their Younger Counterparts to Disapprove of Online Stalking

## % Agree By Age

(Global Total)

Total

Age 40+

Age 18-39

I don't care if I'm being stalked online by a current/former partner as long as I'm not being stalked in person

21%

27%

37%

Online stalking is okay if it is for their current/former partner's physical or mental wellbeing

19%

27%

40%

Online stalking is okay if one or both partners have cheated or are suspected of cheating

17%

26%

38%

I would be more likely to stalk a current/former partner online if I knew I would not get caught

13%

22%

34%

It is harmless to stalk a current/former partner online

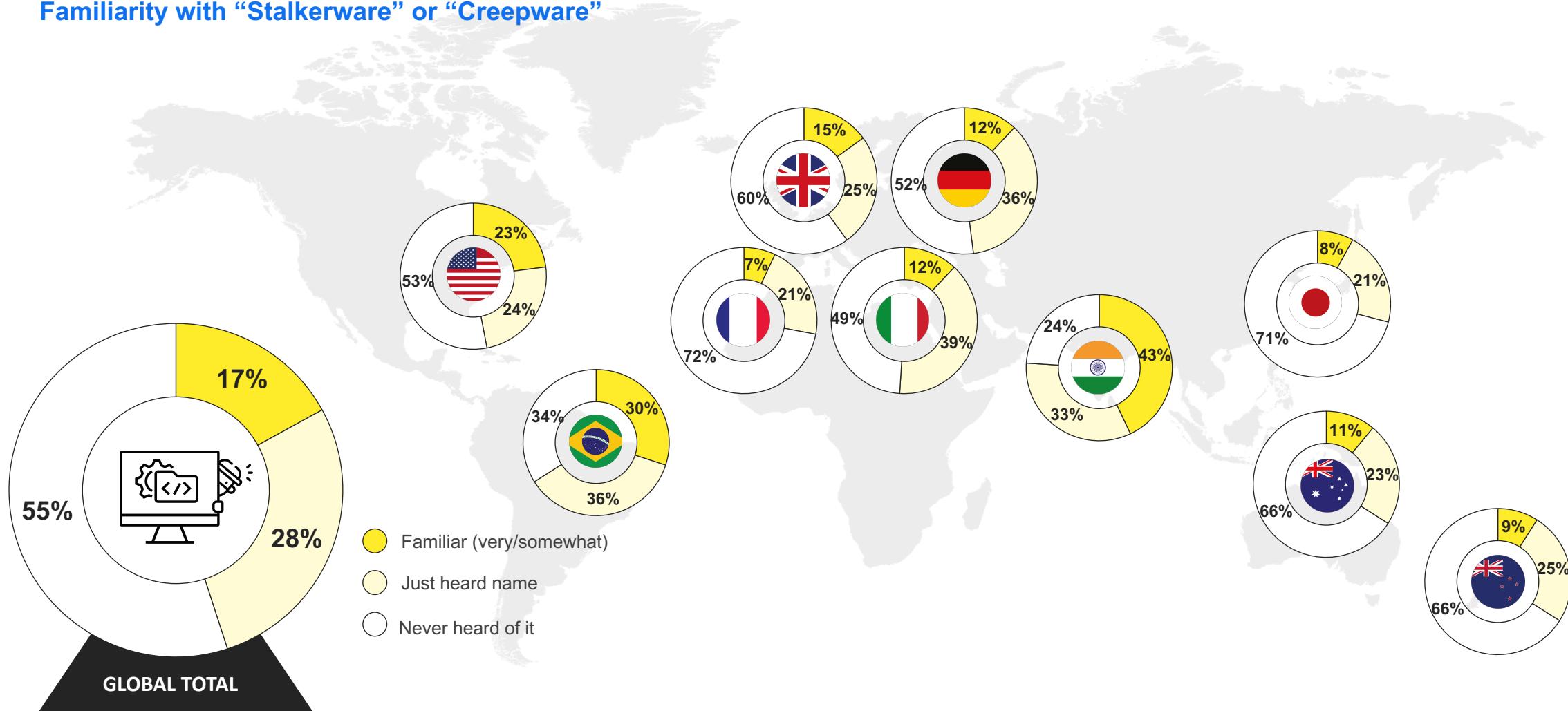
14%

21%

31%

# Familiarity With “Stalkerware” or “Creepware” is Low Among Adults, Though Lowest in Japan and France

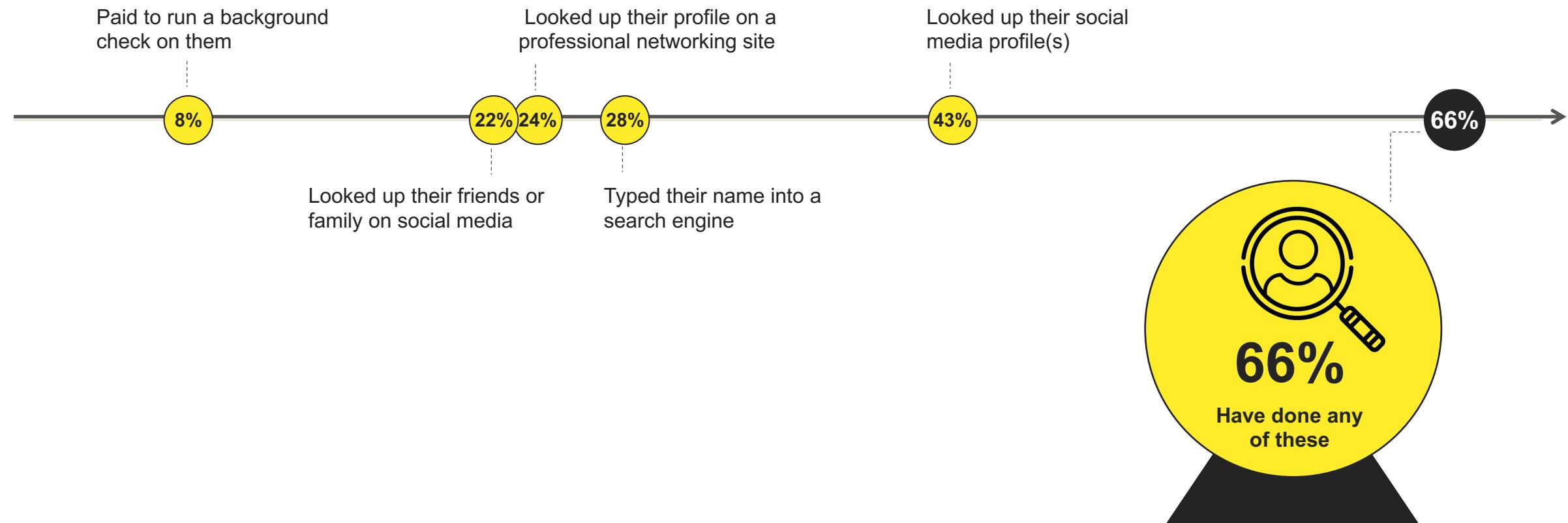
## Familiarity with “Stalkerware” or “Creepware”



# 2 in 3 Adults Who Have Ever Used an Online Dating Site Admit to Looking up a Potential Partner Online After Matching With Them

## Methods Used to Look Up Dating Matches

(Global Total of Those Who Have Ever Used a Dating Website/App)



# Most Commonly, People Look Up Dating Matches by Searching for Social Media Profiles or Typing Their Name into a Search Engine

## Top 3 Methods Used to Look Up Dating Matches by Country

(Of Those Who Have Ever Used a Dating Website/App)



Looked up social media profile

**38%**

Typed name into search engine

**21%**

Looked up prof. networking profile

**21%**



Looked up social media profile

**52%**

Typed name into search engine

**27%**

Looked up friends/fam on social media

**26%**



Looked up social media profile

**43%**

Typed name into search engine

**36%**

Looked up friends/fam on social media

**22%**



Looked up social media profile

**24%**

Typed name into search engine

**23%**

Looked up prof. networking profile

**15%**



Looked up social media profile

**60%**

Looked up prof. networking profile

**43%**

Looked up friends/fam on social media

**40%**



Looked up social media profile

**33%**

Typed name into search engine

**24%**

Looked up prof. networking profile

**15%**



Looked up social media profile

**13%**

Typed name into search engine

**10%**

Looked up friends/fam on social media

**6%**



Looked up social media profile

**51%**

Typed name into search engine

**26%**

Looked up friends/fam on social media

**24%**



Looked up social media profile

**36%**

Typed name into search engine

**25%**

Looked up prof. networking profile

**22%**



Looked up social media profile

**49%**

Typed name into search engine

**37%**

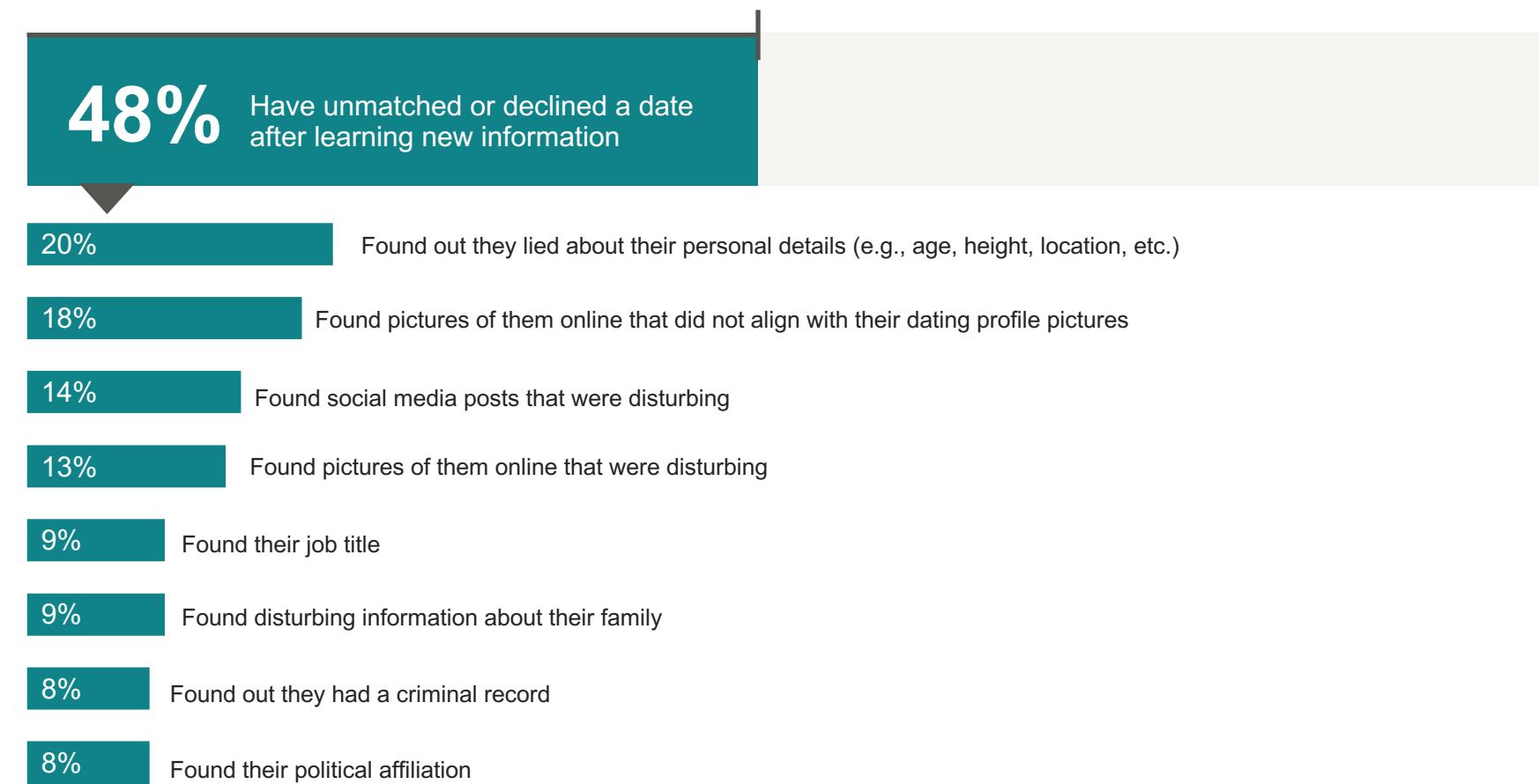
Looked up prof. networking profile

**30%**

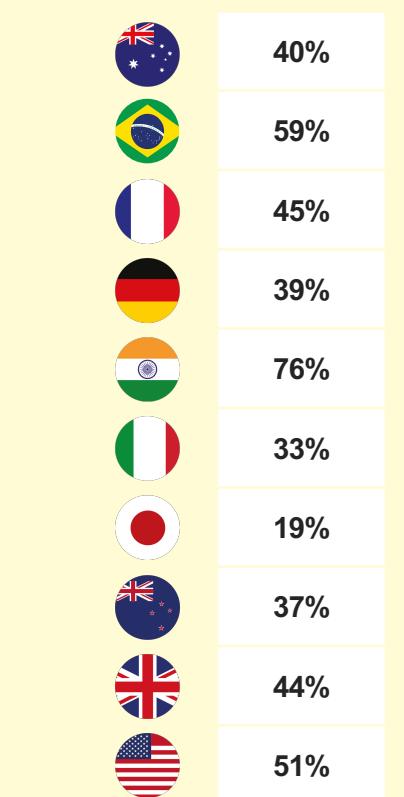
# For Half, the Information They Find Causes Them to Un-Match, Particularly for Adults in India

## Reasons for Unmatching or Declining a Date

(Global Total of Those Who Have Ever Used a Dating Website/App)



## % Who Unmatched or Declined a Date After Learning New Information By Country

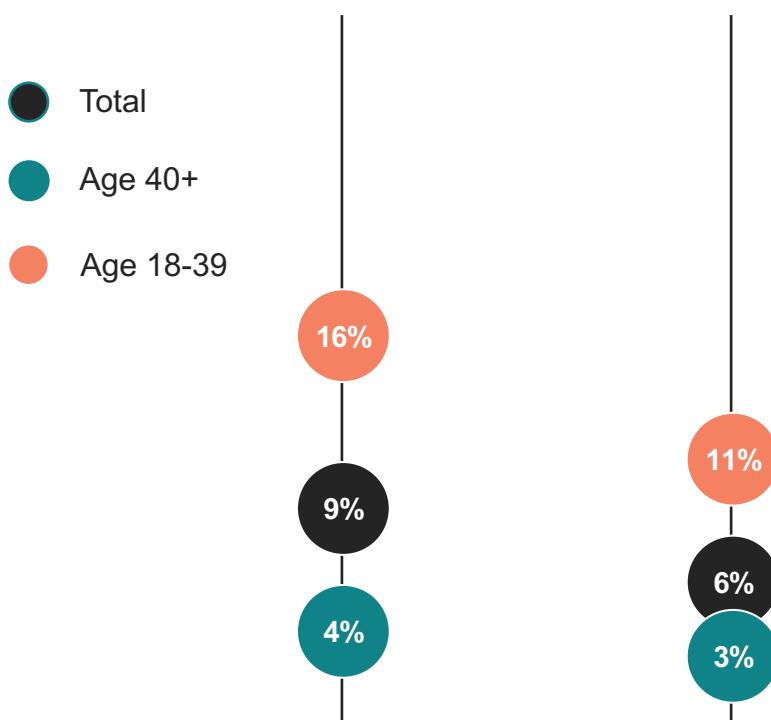


# Online Creeping Habits Lead To Slip-ups More Frequently for Younger Consumers Than Those Aged 40 or Older

## Methods Used to Check on Activity

(Global Total)

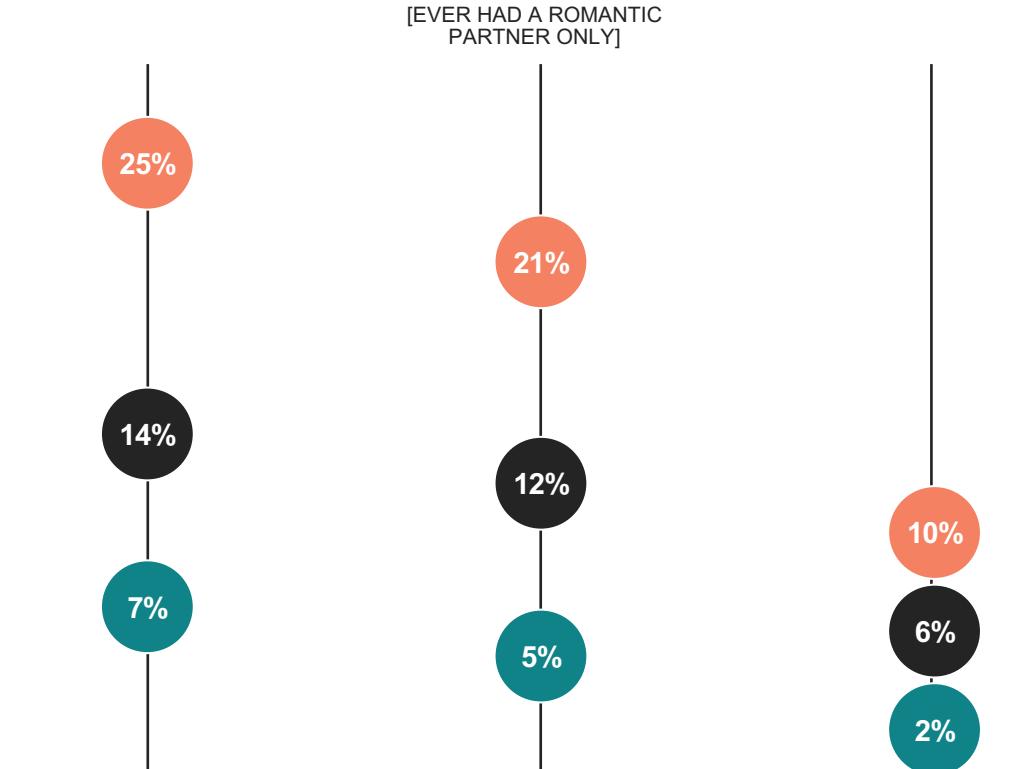
- I have looked at the music account of a romantic interest (e.g., Spotify account, Apple Music account, etc.)
- I have used a payment app (examples vary by country) to check on someone else's activity



## Slip-ups Resulting From Online Creeping

(Global Total)

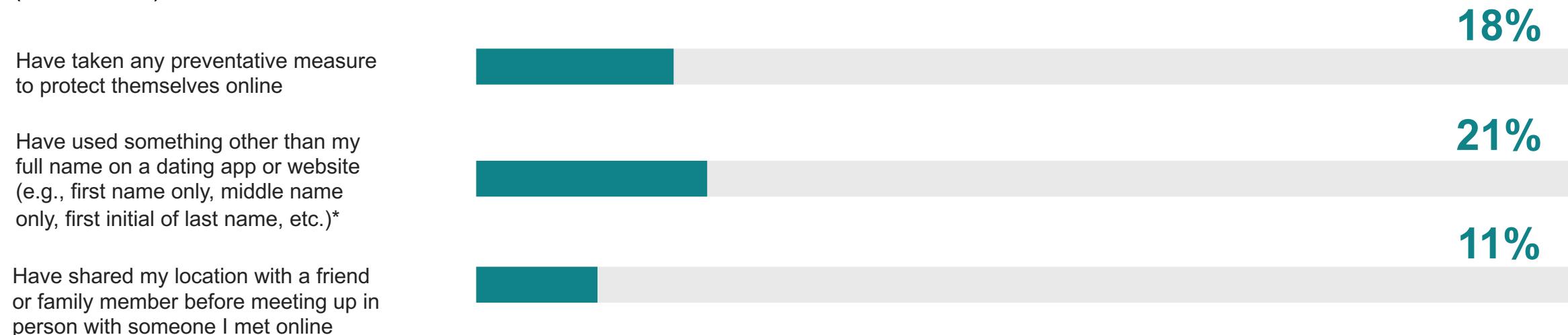
- I have accidentally liked an old picture or post on the social media profile of a romantic interest
- I have accidentally liked an old picture or post of my partner's ex-significant other on their social media profile
- I have accidentally revealed information that I found online about a date to that person



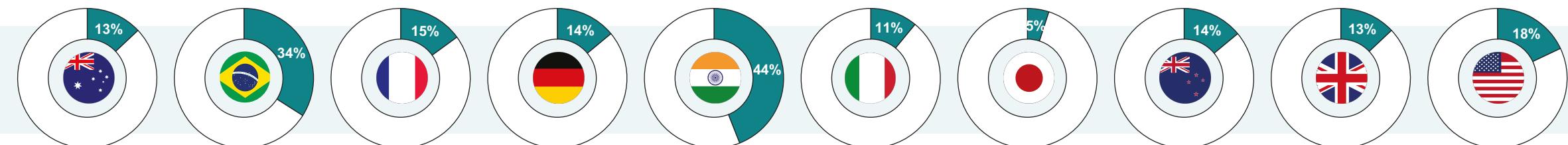
# Indian Adults Are More Likely to Have Taken Preventative Measures to Protect Themselves Online

## Taken a Preventative Measure

(Global Total)



## % Taken a Preventative Measure By Country



\*Among those who have ever used a dating website or app

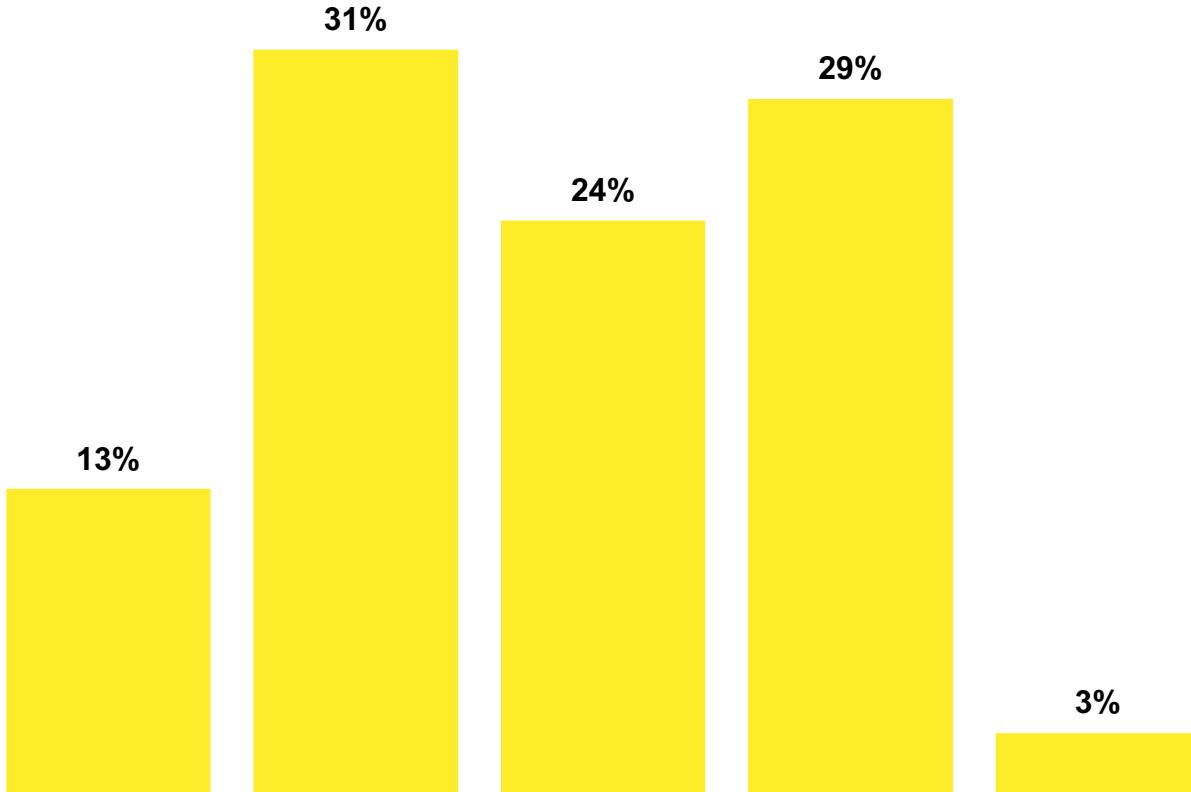


# Demographics

# 2022 Global Demographics

## Age

Gen Z (18-24)   Millennials (25-41)   Gen X (42-56)   Boomers (57-75)   Seniors (76+)



## Gender

