



SOUTH AFRICA RESULTS



The New Norton Report

Edelman Berland
2016

Key Objectives + Our Approach

OBJECTIVE:

Help further Norton's leadership and reputation as a consumer security advocate by dissecting the current state of online crime. More specifically:

- *Discover South African consumer practices and experiences with online security*
- *Explore generational differences in experiences and perceptions around online crime*
- *Uncover the emotional side of security*

Method: Online survey

- Market: South Africa (1 of 18 markets surveyed)
- Sample size: 1,001
- Audience: 18+ year old adults that own at least one mobile device
- Fielding: February 5 – 16, 2016

Methodology

- A quantitative survey was conducted online among a total of 18,126 mobile device users
- Countries were weighted to ensure accurate representation
- Global margin of error = +/-0.73%

EMEA

 UK	 GERMANY	 FRANCE	 ITALY	 SWEDEN	 NETHERLANDS	 UAE	 SOUTH AFRICA*
N=1,007 MOE=+/- 3.08%	1,013 MOE=+/- 3.08%	1,003 MOE=+/-3.09%	1,018 MOE=+/-3.07%	1,010 MOE=+/- 3.08%	1,015 MOE=+/- 3.08%	1,012 MOE=+/- 3.08%	N=1,001 MOE=+/- 3.1%

APAC

 AUSTRALIA	 CHINA	 INDIA	 JAPAN	 NEW ZEALAND	 SINGAPORE
N=1,011 MOE=+/- 3.08%	N=1,004 MOE=+/-3.09%	1,000 MOE=+/-3.1%	1,009 MOE=+/-3.09%	1,001 MOE=+/-3.1%	1,009 MOE=+/-3.09%

AMER

 USA	 CANADA	 BRAZIL	 MEXICO
N=1,008 MOE=+/- 3.09%	1,004 MOE=+/- 3.09%	N=1,000 MOE=+/-3.1%	1,001 MOE=+/-3.1%

**For additional crosstab comparisons:*

- Gender: MOE= +/- 4.43%
- Generations: MOE= +/- 7.3% for 55+ and +/- 5.4 for Millennial/Gen X;
- Parents/Non-Parents: MOE= +/- 4.8%

Data has been weighted such that each country is equally represented in the global result



Key Findings

KEY FINDINGS

- More than 8.8 million people have been victims of online crime in South Africa in the past year
- The threat of online crime is widely felt, and very few South Africans feel completely in control of their online security
 - 76% of South Africans believe that identity theft is more likely than ever before
 - And a large majority (83%) feel the chance of being an online crime victim is significant enough to worry about
 - 2 in 3 (67%) feel it is more difficult to control their personal information as a result of smartphones and the internet
 - 56% say it is more likely their credit details will be stolen online or at a retail store than from their wallet
- South Africans are engaged with the topic of security (78% acknowledge the need to actively protect their information), but there is still some notion that security is an inconvenience
 - 58% would rather cancel dinner plans with their best friend than have to cancel their credit/debit cards after their account has been compromised
 - And the same percentage (58%) would rather endure a terrible date than deal with credit/debit card customer service after a breach or hack
- And despite personal experience, South Africans put themselves at risk
 - 36% of South African consumers admit to password sharing – while only 23% of their global counterparts say the same – and among those sharing passwords nearly *half* (45%) shared the password to their banking accounts

KEY FINDINGS

- South African consumers take personal responsibility, but are also looking for partners in protection
 - 70% say online security is a shared responsibility of both the individual and the companies they use
 - And 46% of South African consumers feel overwhelmed by the amount of information they have to protect on a daily basis
- Compared to other markets, South Africa is more worried about the online safety of younger people
 - Teens and Children are considered most vulnerable (32%), on par with the global average, but Millennials are also considered to be at risk (27% vs 19% globally)
 - And with 32% of South African parents having their child experience online crime, they do take actions to protect their children online (4 in 5 do something to protect their child online)
- Online crime takes an emotional toll
 - Online crime victims relay a strong emotional response (60% felt frustrated, 57% furious, and 33% were devastated) vs. indifference (6%)
- Online crime has a concrete impact as well. As a result of online crime, South African victims have lost...
 - More than a day (27 hours) of their time and 35 billion ZAR dealing with the repercussions



State of Security

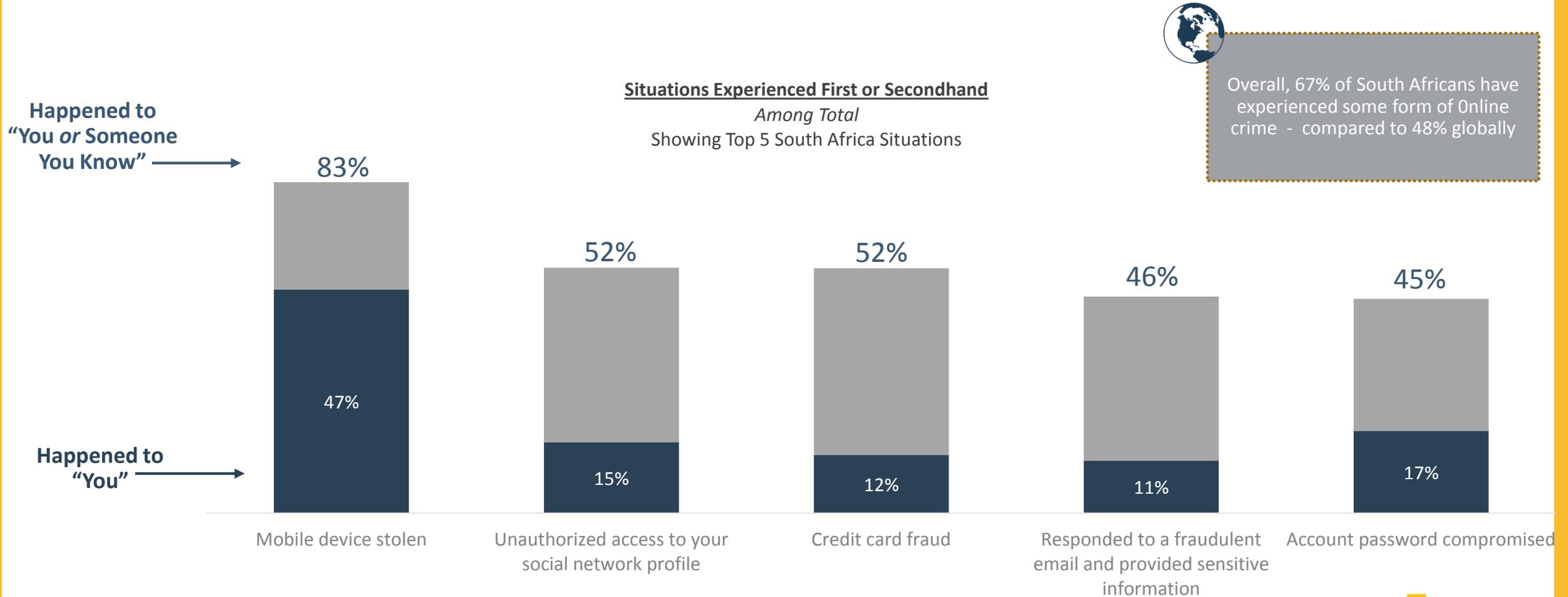
8,844,755 people have been victims of online crime in South Africa in the past year



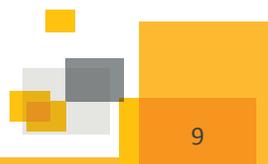
Globally, there are 602,597,655
**cybercrime victims in the 18
countries surveyed**

Extrapolations:
Victims = Online adults per country x % cybercrime victims past 12 months per country

Online crimes are prevalent, with nearly half personally experiencing mobile device theft



*Asked of parents only
 Q16. Which of the following has ever happened to you or someone you know? Please select all that apply



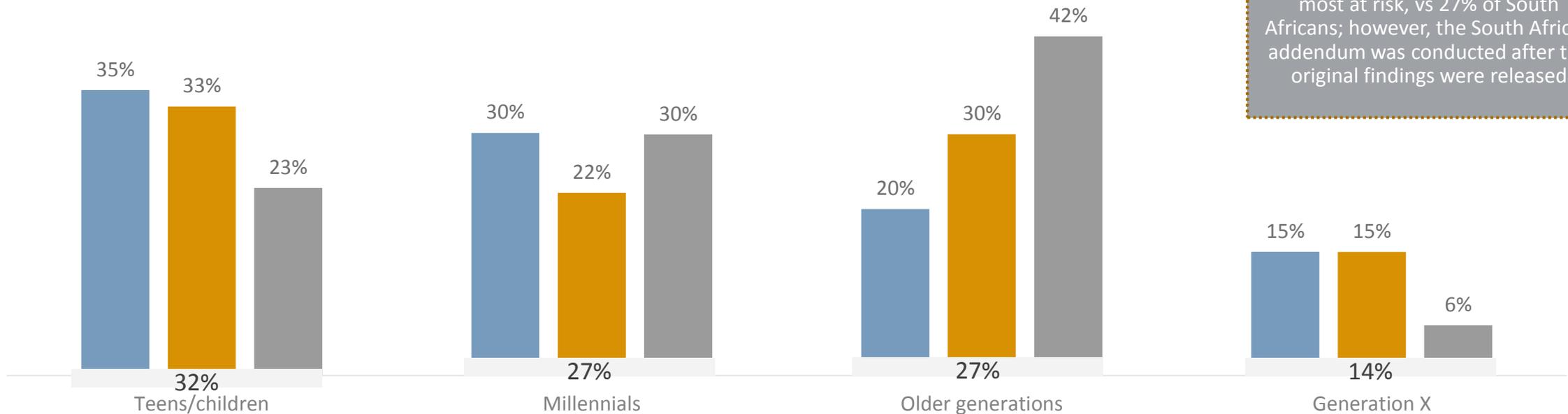
Vulnerability is viewed through a generational lens, with the youngest considered most at risk overall



Most Likely to be a Victim of Online Crime

Among South Africans by Generation / Showing % selecting each generation

■ 18-34 ■ 35-54 ■ 55+

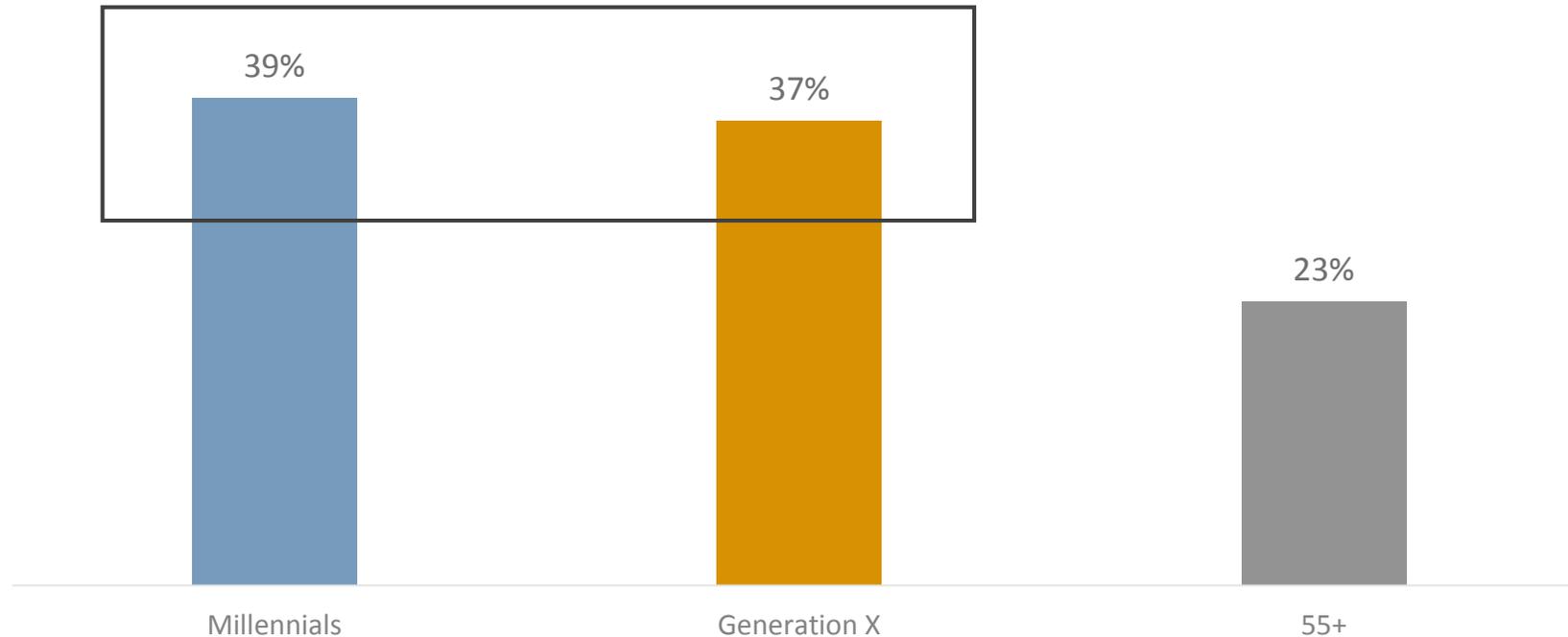


Globally, 19% said Millennials were most at risk, vs 27% of South Africans; however, the South African addendum was conducted after the original findings were released

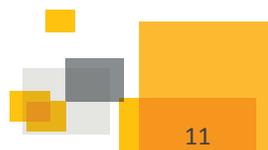
In South Africa, Millennials and Gen Xers are equally likely to have been victimized within the last year



Victims of Online Crime in the Past Year
Showing % saying 'you' among each generation



Q17. Has this happened to you in the last month, six months, last year?



Compared to their global counterparts, South Africans have heightened sensitivity to online information compromises (particularly among Consumers 55+)



76%

believe identify theft is more likely than ever before

83% of Consumers 55+ believe identity theft is more likely than ever before, compared to 70% of Millennials

&

67%

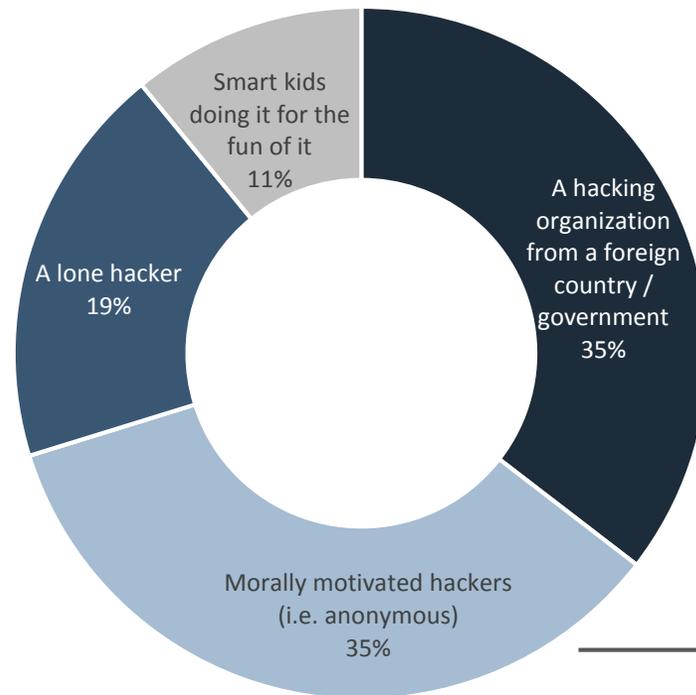
said it was easier to control personal information before smartphones and the internet

80% of Consumers 55+ believe it was easier to control personal information before smartphones and the internet, compared to 61% of Millennials

South Africans believe it's equally likely online crime will be carried out by a foreign entity as a morally motivated hacker



Most likely online crime perpetrator



Only 29% of people globally believe morally motivated hackers are the likely culprit

Consumers rate their own security measures and those put in place by their employers highly, but are skeptical of friends and family



Global Security Behavior Grade Given to Each Audience

Grade = Average + Above Average + Excellent Ratings

Yourself:	Your Employer:	Your Best Friend:	Your Spouse/Partner:	Your Parents:	Your Child*:
A+	A-	B+	B	C-	D+

*Asked only of parents

Despite this personal confidence, very few feel completely in control of their online security



Only

18%

feel completely in control of their online security

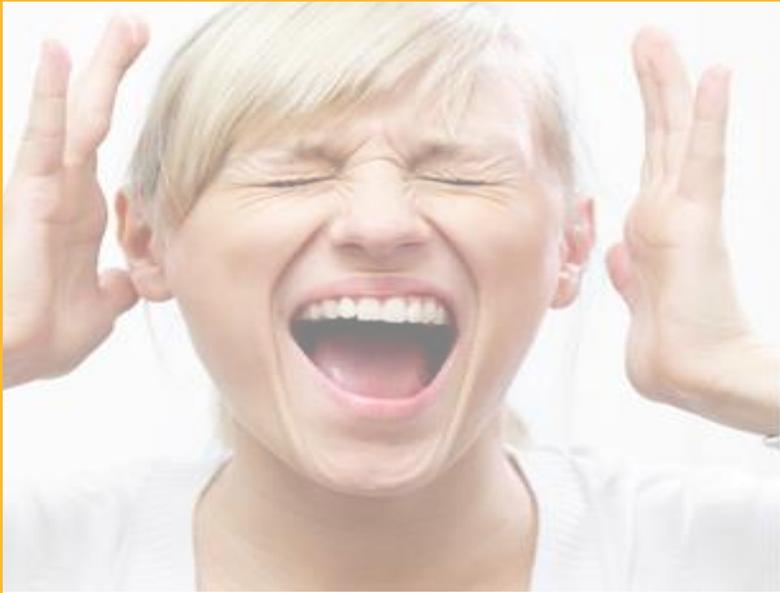


... and the fear of online crime is as real as ever

83%

feel the chance of being an online crime victim is significant enough to worry about



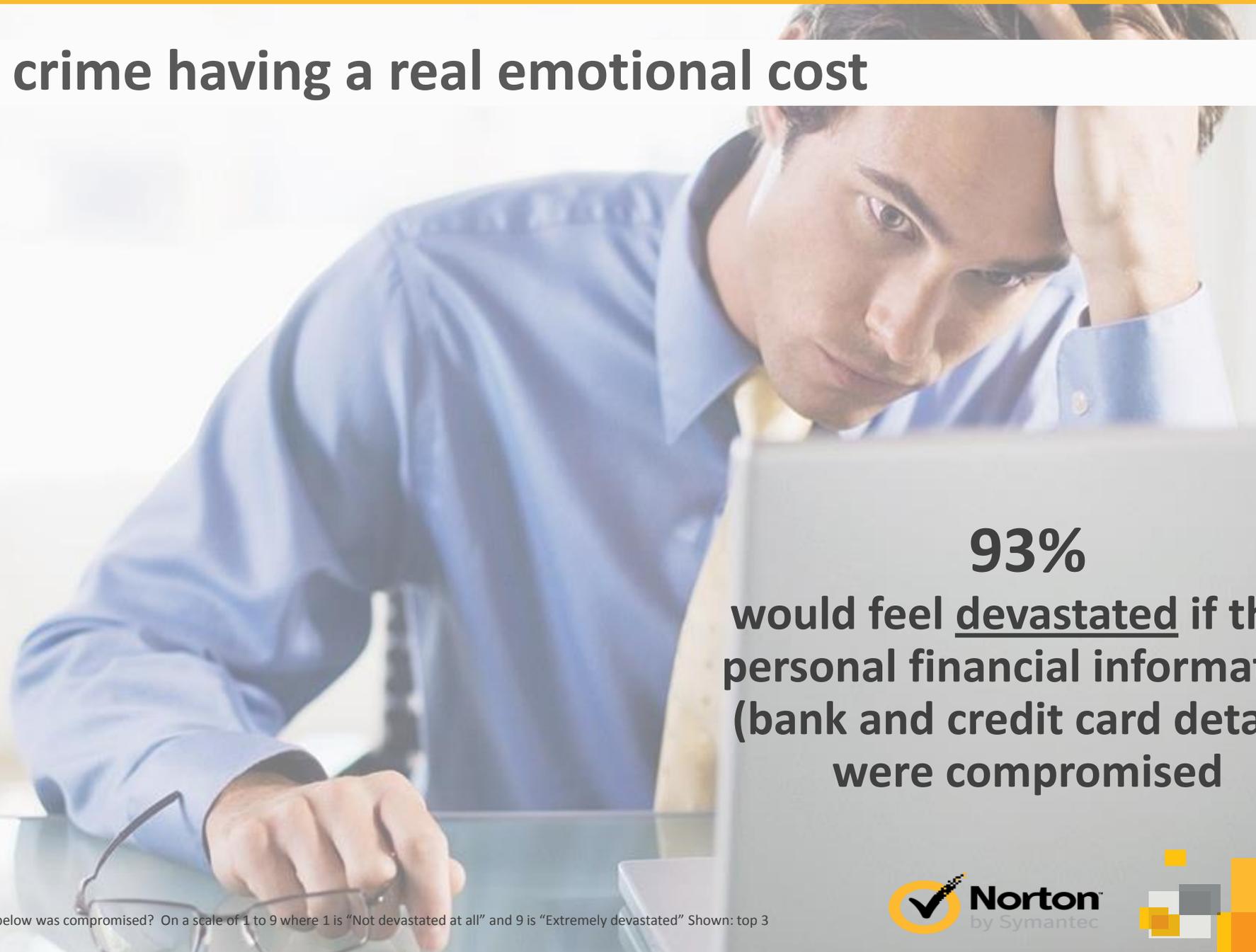


Vulnerability and Emotional Impact

People are vulnerable online

Nearly 1 in 5 do not have a password on their smartphone or desktop computer...

...despite online crime having a real emotional cost



93%
would feel devastated if their
personal financial information
(bank and credit card details)
were compromised

Q3a. How devastated would you feel if any of the information below was compromised? On a scale of 1 to 9 where 1 is "Not devastated at all" and 9 is "Extremely devastated" Shown: top 3





Dealing with the consequences of a stolen identity is considered more stressful than everyday inconveniences

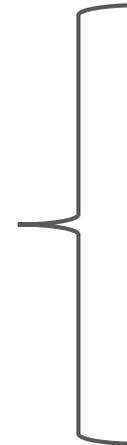
How stressful are the following situations?
Among Total



85%

Dealing with the consequences of a stolen identity is seen as more stressful than...

VS



78%

running late for an important appointment

60%

sitting next to a screaming baby on a plane

And credit card information is thought to be more at risk after shopping (online or in-store) vs. in their own possession



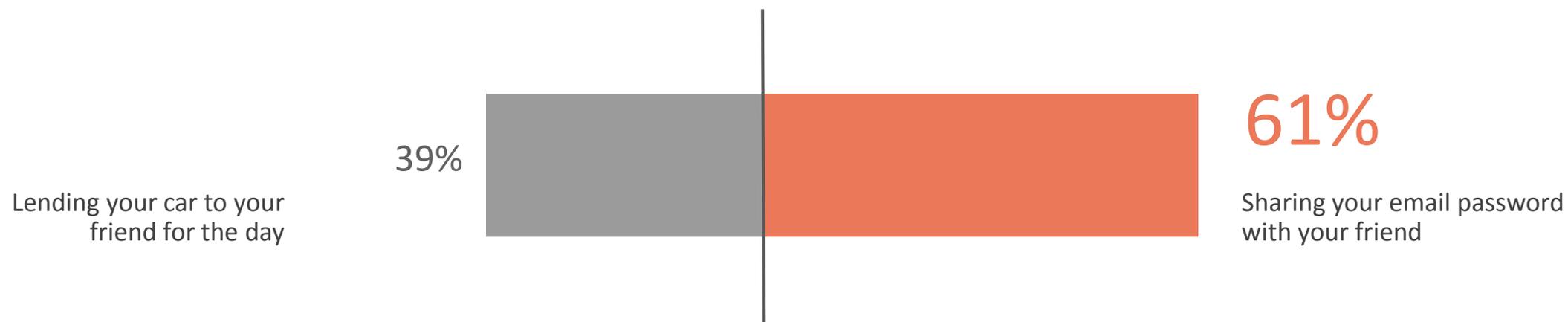
Polarity: Likelihood of Getting Credit Card/Information Stolen...
Among South Africans



6 in 10 consumers say it is riskier to share their email password with a friend than lend their car...



Which is most risky...?
Among South Africans

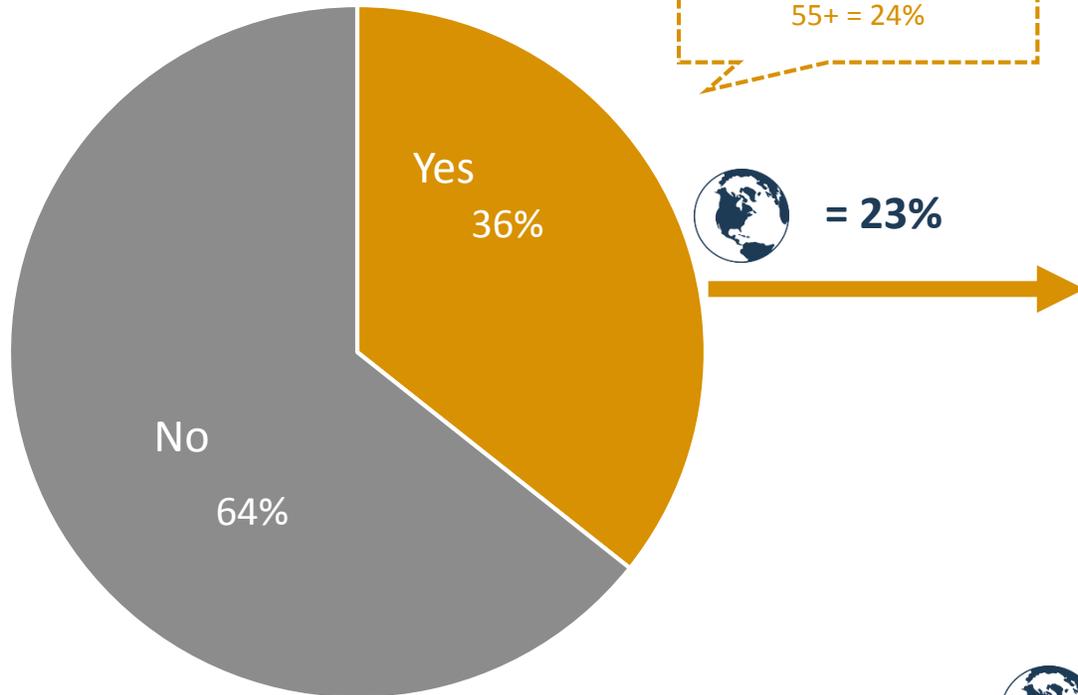


Q12. Below are behaviors that may be considered risky, please choose the one that YOU consider to be the most risky.

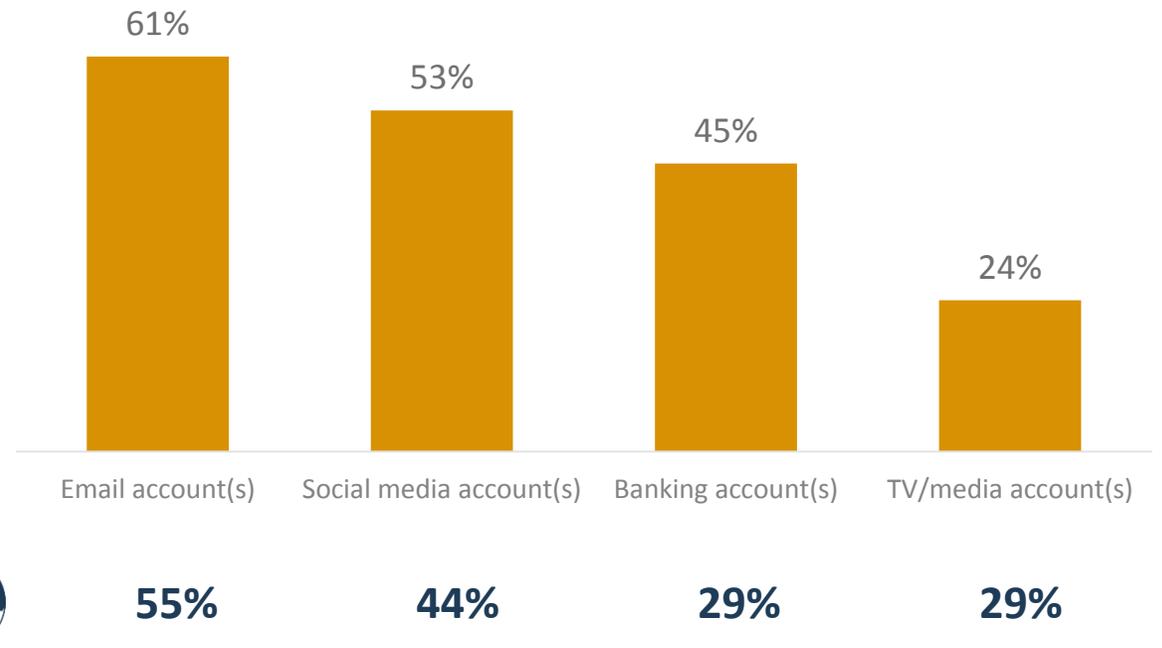
But over 1 in 3 South Africans admit to password sharing, and of those who do so, email accounts are most shared



Password Sharing
Among South Africans



Password Sharing: Accounts
Among Those Who Have Shared a Password

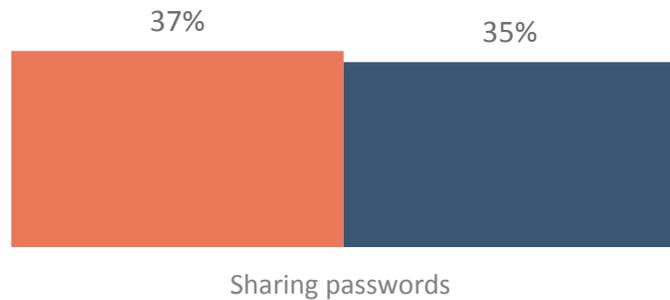


Q28. Have you shared the password to any of your accounts with another person?
Q28a. For which of the following types of accounts have you shared your password with someone else?

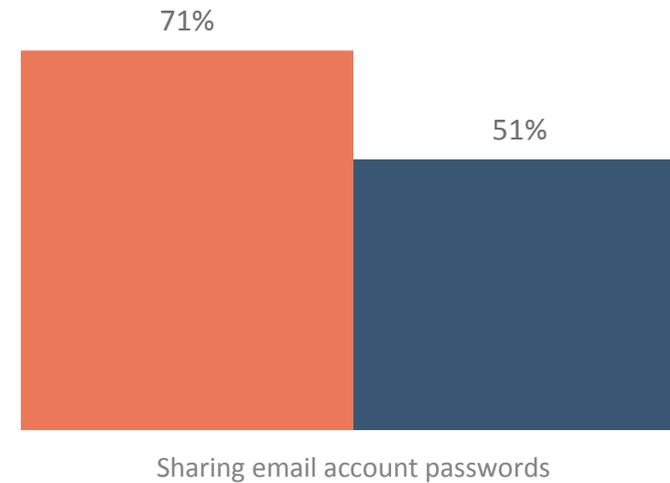
Men and women are equally likely to share passwords, but women are significantly more likely to share their email account password



Password Sharing...
Among Total Respondents



Type of Password Shared
Among Password Sharers

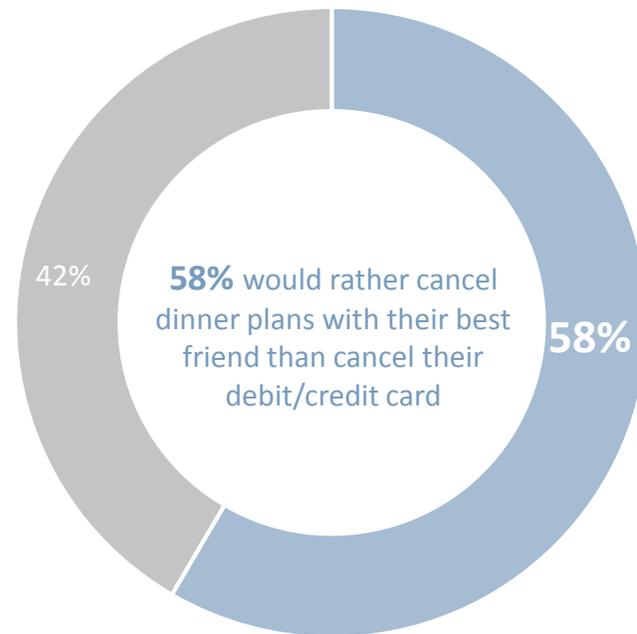


Q28. Have you shared the password to any of your accounts with another person?
Q28a. For which of the following types of accounts have you shared your password with someone else?

Security measures are viewed as a hassle; most would rather cancel dinner with their best friend than cancel their debit/credit cards when hacked



Would you rather...?
Among Total

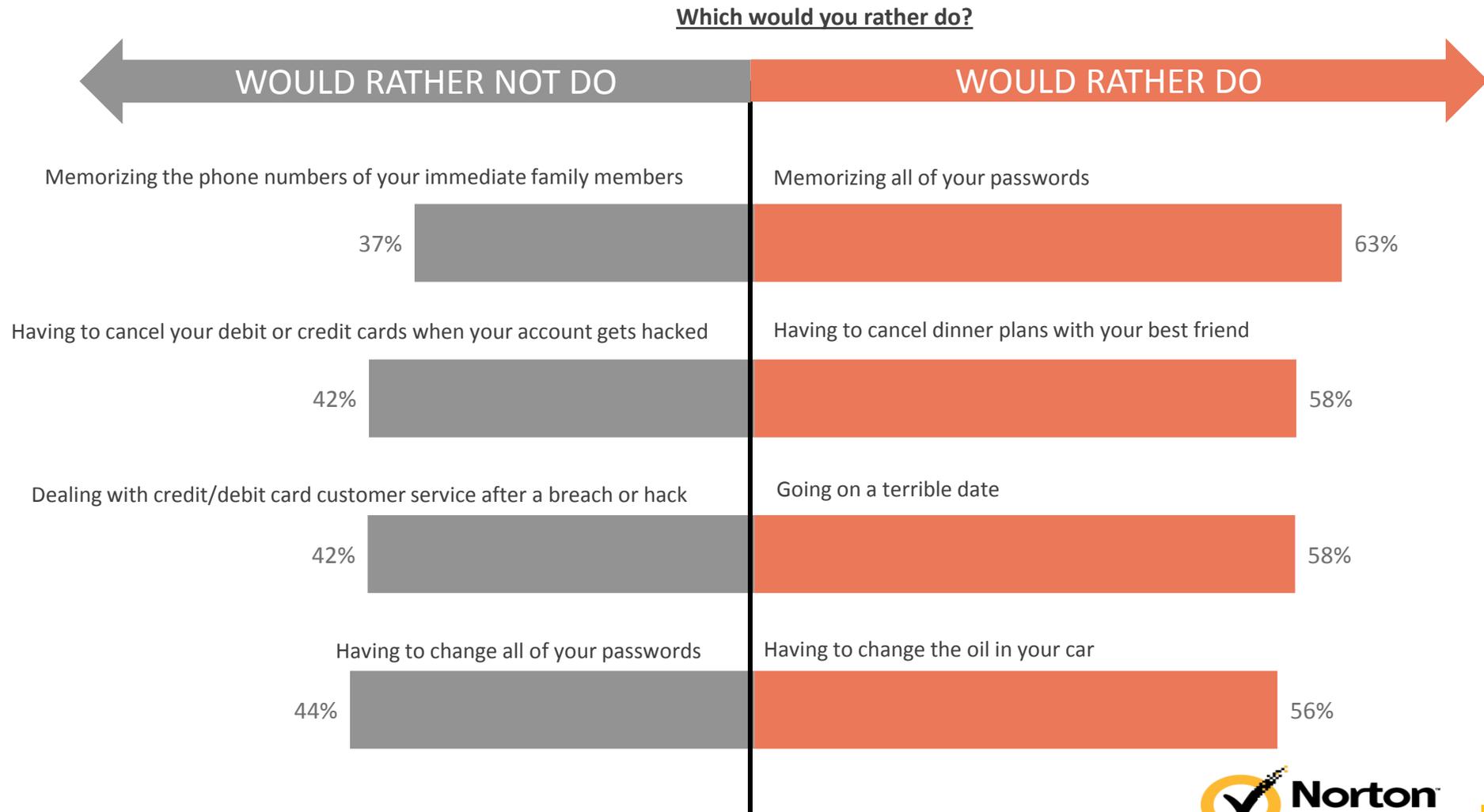


High income South Africans are even more likely to choose canceling dinner plans with their best friend than cancel their debit/credit card (69%)*

* N = 160, MOE = +/- 7.75%

Q27. Below are a list of tradeoffs that you could make. Please choose the scenario you would rather do.

And consumer preferences are torn between enduring real life inconveniences and maintaining digital safeguards



Q27. Below are a list of tradeoffs that you could make. Please choose the scenario you would rather do.



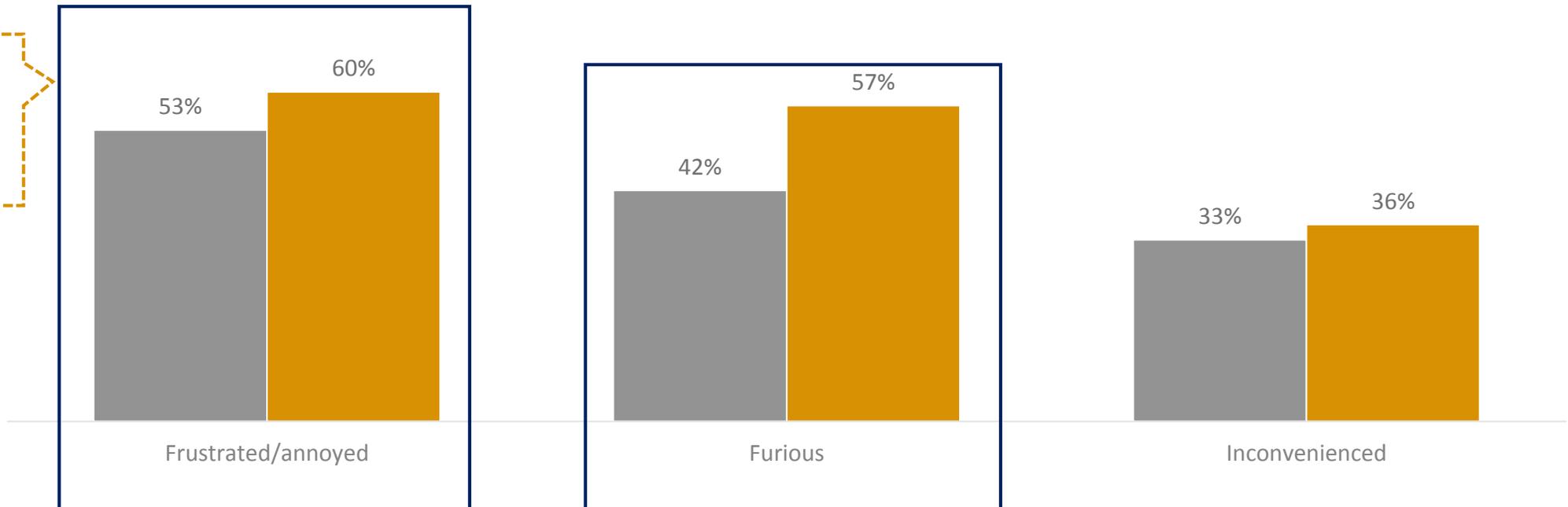
South Africans who have experienced online crime say it left them frustrated and furious – it's an emotionally charged issue

How Victims of Online Crime Feel

Global vs. South Africa / Showing % Selecting each

■ Global ■ South Africa

I felt...





Cost of Online Crime

South African online crime victims lost over one day dealing with the ramifications

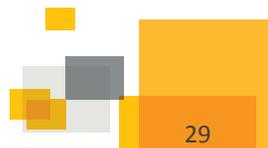


In the past 12 months...
Among Victims of Online Crime
Showing Average



The average amount of time lost due to online crime

Q24. How much time have you lost over the past 12 months due to online crime? Please think about the total time lost in hours and minutes (including any time lost due to repair or recovering lost items)?



**And from a monetary standpoint, the total loss from online crime
in South Africa is**



R35,255,017,510



...and R3,986 on average per victim



Parents & Children

Parents, aware of online dangers, are protective of their children

More than 4 in 5
parents do *something* to
protect their child online

Q32. Please rate how frequently you perform the following activities in relation to your children and their online activities.

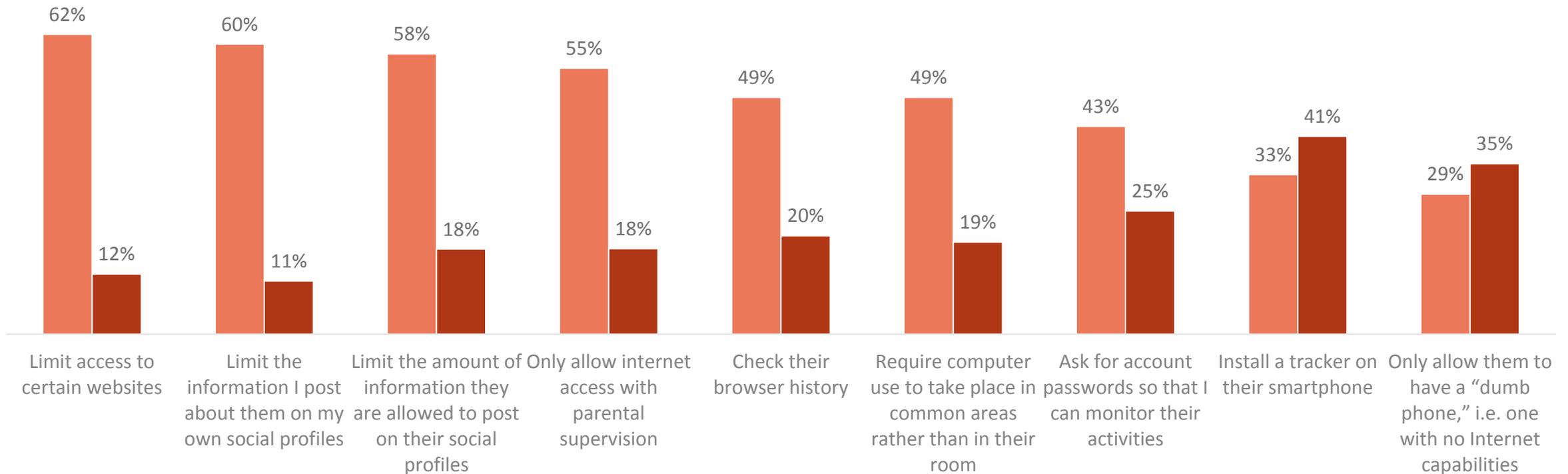


More traditional protective measures have higher adoption, while extreme actions like tracking are rare



Frequency of Actions Related to Children...
Among Parents
 Showing Top 2 Box (Often) and Never, Sorted by Often

■ Often (Frequently + Always) ■ Never



Q32. Please rate how frequently you perform the following activities in relation to your children and their online activities.



Nearly 3 in 10 parents have or know a child whose actions have compromised their online security in the last year



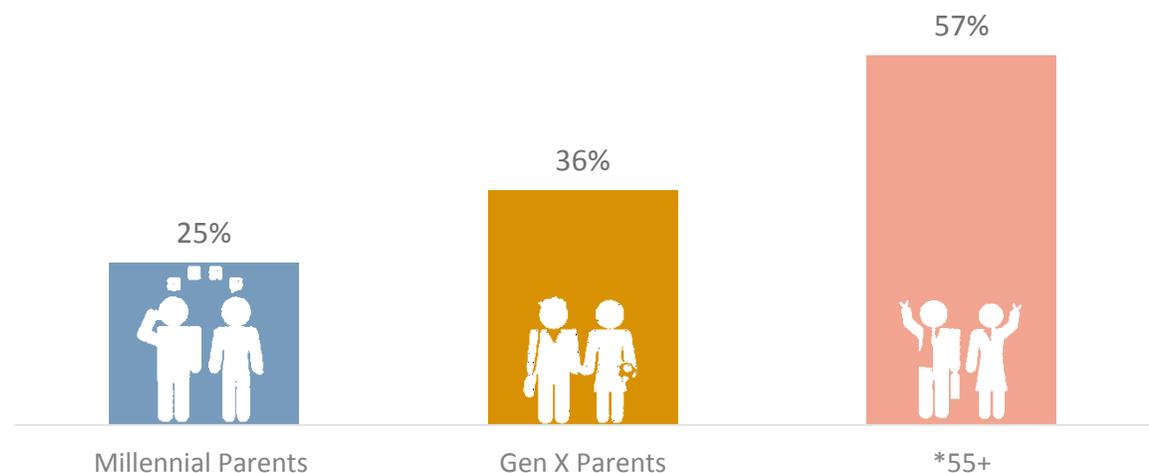


Millennial parents are least likely to report their child has experienced online crime, while fathers are *twice* as likely as mothers to do so



45% of fathers reported that their child has been a victim, compared to only 22% of mothers

Reported Child as Victim of Online Crime
Among Parents



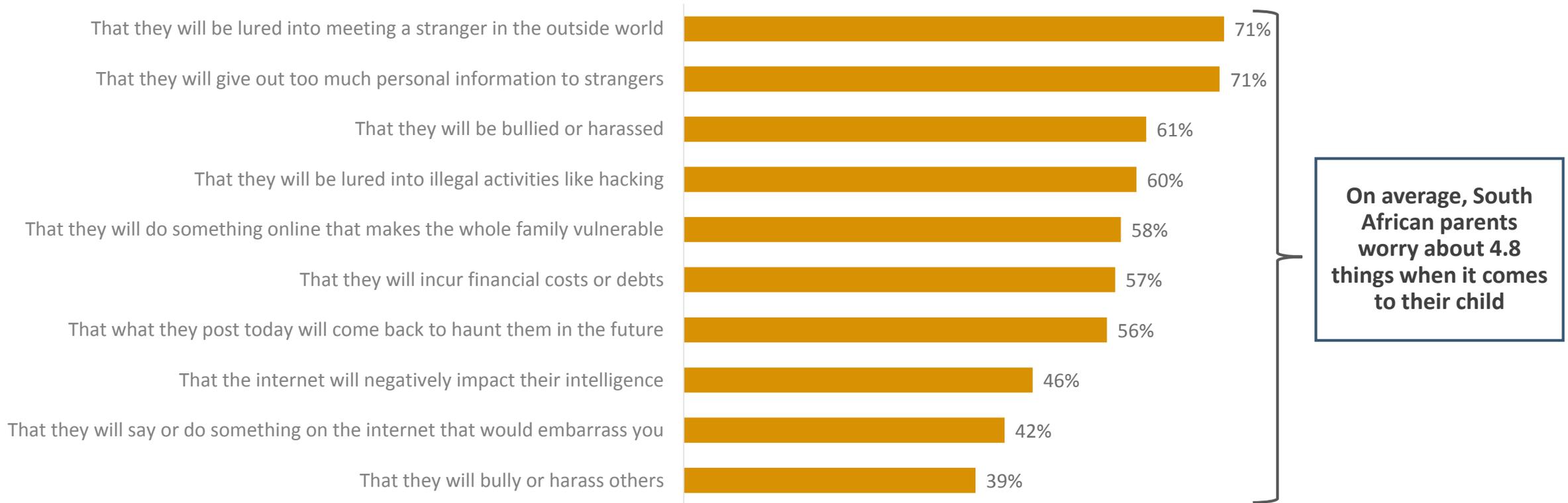
*base size for 55+ parents: 19, data is directional only

Q34. Has your child ever experienced any forms of the online crimes listed below: By online we are referring to crime committed by means of computers or the Internet.

South African parents are particularly worried about their children interacting with strangers online



The Internet + Parents' Worry
Among South Africans / Showing Top 2 Box

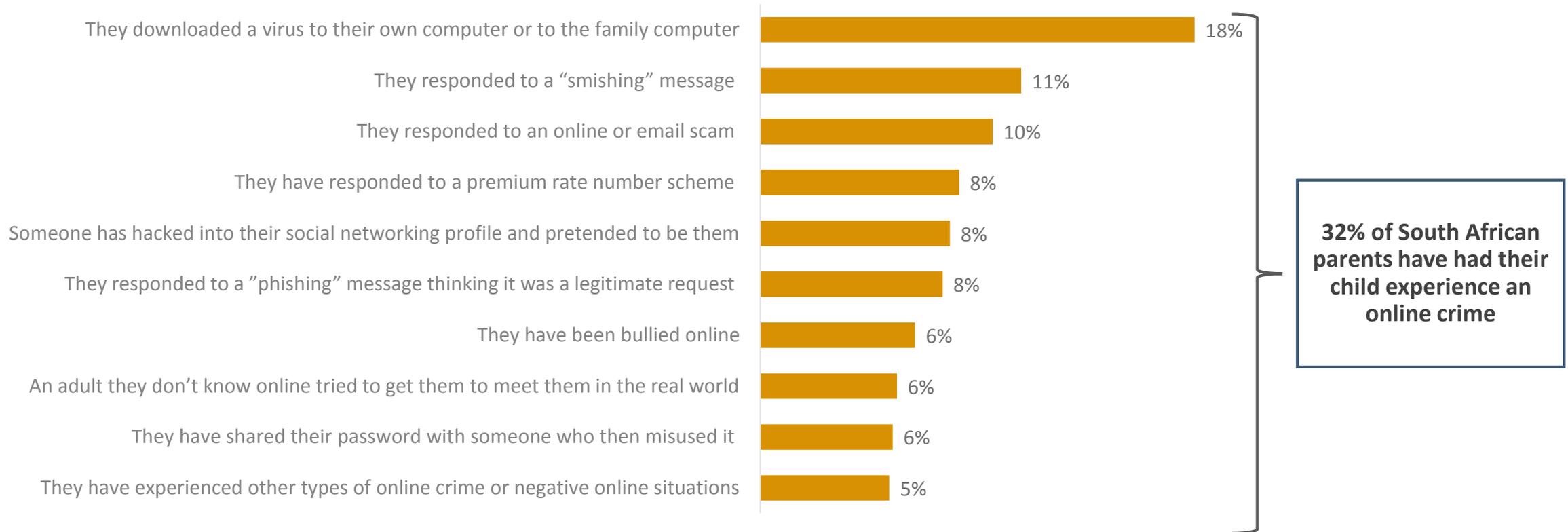


Q33. How worried are you about each of the following when it comes to your child and the Internet? Please indicate your answer on the scale below, where 1 is "Not worried at all" and 5 is "Extremely worried"

1 in 3 South African parents say their child has experienced online crime



Children + Online Crime Experiences
Among South Africans / % Selecting each



Q34. Has your child ever experienced any forms of the online crime listed below: By online we are referring to crime committed by means of computers or the Internet (e.g., viruses, malicious software ("malware"), online fraud, fake websites which capture personal information online or via mobile or smartphone.)



Key Generational Findings

Millennials



- 39% of Millennials have been a victim of online crime in the past year (compared to 23% of South Africans 55+)
 - 1 in 5 have personally experienced unauthorized access to their social network profile
 - Password sharing may make them more susceptible – 43% admit to having shared a password with someone else, considerably higher than their older counterparts
- Despite experience, South African Millennials are less concerned about their online security
 - Only 41% of Millennials agree that using public Wi-Fi is riskier than using a public restroom, compared to 51% of South Africans 55+
 - And similarly, only 46% of Millennials say that their credit card information is more likely to be stolen online or from a retail system than from their wallet, compared to 73% of South Africans 55+ and 61% of Gen X
- South African Millennials are less likely to take personal responsibility for their security
 - Nearly 1 in 3 Millennials admit to abandoning an account rather than deleting it simply because it was easier (31%)
- However, Millennials have a high level of confidence when it comes to security measures
 - The vast majority know how to update privacy settings on a laptop (86%) or phone (94%), as well as secure their Wi-Fi network (83%)
 - 42% describe themselves as “tech savvy”

Gen X



- Gen Xers acknowledge the threat of cyber crime
 - 4 in 5 believe that having your identity stolen is more likely today than ever before
 - And they are most likely to understand the need to actively protect their information online (85% vs 75% of Millennials and 72% of Consumers 55+)
- But both instituting protective measures and the aftermath of online crime are emotional experiences
 - Over half (56%) feel overwhelmed by the amount of information they need to protect on a daily basis
 - 64% of Gen Xers feel frustrated and annoyed and 62% feel furious as a result of an online crime occurring
 - And Gen Xers are just as likely as Consumers 55+ to say they can't keep up with new online threats (52% each, vs 40% of Millennials)
- Despite this, they are still willing to take responsibility for their protection
 - Gen Xers are most likely to say they are most responsible when online crime occurs (45%)
 - 64% say that it's riskier to lend their friend their password than their car (vs 58% of Millennials and 61% of Consumers 55+)

Consumers 55+



- South Africans 55+ worry about online crime and see it as rampant
 - 83% believe identity theft is more likely than ever before, compared to only 70% of Millennials
 - Over 1 in 3 (36%) say they have little control over the spread of their information online
 - 73% say their credit card information is more likely to be stolen online or from a retailer's system than from their wallet (vs 61% of Gen Xers and 46% of Millennials)
- As a result of this fear, they are the least likely group to share any passwords
 - 24% admit to sharing passwords
- Though they are least likely to have personally experienced online crime, when they do, it is emotionally charged
 - 70% feel furious when dealing with the aftermath of online crime



THANK YOU

