



# 2010 NCSA / Norton by Symantec Online Safety Study

**National Cyber Security Alliance**

**Norton by Symantec**

**Zogby International**

October 2010

**Overview:** The National Cyber Security Alliance and Norton by Symantec have released their annual Online Safety Study, which analyzes cybersecurity behaviors and perceptions of Americans. The study was conducted by Zogby International, which polled nearly 3,500 Americans with a margin of error of +/- 1.7 percentage points.

**Computer Security & Behavior**

1. How safe do you feel your home computer(s) are from viruses, malware and hackers?

Very safe	24%
Somewhat safe	61%
Not very safe	12%
Not at all safe	3%
Not sure	1%

2. Where did you purchase your protection software?

	<b>General Survey</b>
<b>It came with my computer</b>	24%
<b>Purchased it online from a software company</b>	28%
<b>Purchased it from an online retailer</b>	8%
<b>Purchased it at an electronics store</b>	9%
<b>Purchased it from an auction site</b>	>1%
<b>Downloaded it using a peer-to-peer network (i.e. LimeWire)</b>	1%
<b>Downloaded else where for free</b>	25%
<b>Not Sure</b>	6%

3. Do you know how to check to see if your computer has security protection?

Yes	86%
No	7%
Not Sure	8%

4. Do you have a full software security suite?

	<b>% Who Claim to Have Protection Installed</b>	<b>% Who Actually Had Protection Installed</b>
<b>Yes</b>	58%	37%
<b>No</b>	21%	63%
<b>Not sure</b>	22%	N/A

5. I keep the following information on my home computer.

	<b>General Survey</b>
<b>Banking information</b>	38%
<b>Tax return</b>	32%
<b>Digital Photos</b>	81%
<b>Video</b>	41%
<b>Music</b>	60%
<b>Health Information</b>	14%
<b>Personal Records</b>	60%
<b>Business Contacts</b>	28%
<b>Business Records</b>	14%
<b>Calendar</b>	29%
<b>Other documents that contain other personal information</b>	28%
<b>None/ Not sure</b>	8%

6. How often do you back up your data?

Daily	12%
Weekly	17%
Monthly	18%
Less often	12%
Never	37%

7. When you back up, where do you store your data?

	<b>General Survey</b>
<b>External Hard drive</b>	38%
<b>CDs</b>	16%
<b>Floppy Disc</b>	1%
<b>Zip Drive</b>	7%
<b>Online Service</b>	10%
<b>I email myself a copy of the files</b>	7%
<b>Not sure/Other</b>	21%

8. Which of the following best describes a firewall?

Prevents email spam	1%
Filters information coming through the Internet connection	54%
Blocks unsafe Websites	17%
Keeps your information private	17%
Other/Not sure	11%

9. Do you believe your computer is currently infected with a malicious program?

Yes	5%
No	85%
Not sure	10%

10. Is there a laptop/notebook or netbook in your home?

Yes	74%
No	26%
Not sure	>1%

11. Is the laptop your primary computer?

Yes	41%
No	58%
Not sure	>1%

12. Do you have different passwords for every online account?

Yes	58%
No	37%
Not sure	5%

13. With what frequency do you change your passwords?

Monthly	9%
Quarterly	16%
Every six months	12%
Annually	13%
Never	33%
Not sure	17%

14. Do you save your passwords on your computer so you don't have to enter them every time?

Yes	32%
No	65%
Not sure	4%

15. Have you ever sought support for the configuration of your security software?

Yes	29%
No	64%
Not sure	7%

16. Have you ever received a warning that your computer is compromised and you need to purchase software to fix it?

Yes	52%
No	44%

17. Who is primarily responsible for ensuring your computer is safe and secure?

	<b>General Survey</b>
<b>Me</b>	84%
<b>Spouse/partner</b>	12%
<b>A child</b>	1%
<b>Roommate</b>	>1%
<b>Friend other family resident (nonhousehold member)</b>	2%
<b>Not sure</b>	1%

18. Who is primarily responsible for teaching children to use computers safely and securely?

Parents	90%
Teachers/school	7%
Government	0%
Other/Not sure	3%

19. What is the appropriate age for a child to have his or her first computer?

	<b>General Survey</b>
<b>1-3 years old</b>	4%
<b>4-6 years old</b>	12%
<b>6-9 years old</b>	19%
<b>10-13 years old</b>	28%
<b>13-15 years old</b>	16%
<b>15+ years old</b>	14%
<b>Other/not sure</b>	7%

20. For each of the following devices, please tell us, on a scale of 1 to 5, with 1 being not at all difficult and 5 being very difficult, how difficult would it be to replace each device?

a. Personal mobile phone

1 Not at all difficult	49%
2	15%
3	13%
4	8%
5 Very difficult	5%
Not sure	9%

b. Work mobile phone

1 Not at all difficult	37%
2	7%
3	6%
4	2%
5 Very difficult	5%
Not sure	43%

c. Personal laptop

1 Not at all difficult	28%
2	9%
3	16%
4	19%
5 Very difficult	14%
Not sure	14%

d. Work laptop

1 Not at all difficult	27%
2	7%
3	9%
4	6%
5 Very difficult	10%
Not sure	41%

21. What would make it most difficult to replace that device?

	<b>General Survey</b>
<b>Personal expense</b>	51%
<b>Expense to my company or employer</b>	6%
<b>Loss of documents</b>	16%
<b>Loss of photos or videos</b>	9%
<b>Loss of personal contacts/address book</b>	7%
<b>Loss of personal financial records</b>	3%
<b>Other/not sure/none</b>	9%

## **Security at Work**

22. Does your employer have a formal policy for you to use the Internet at work?

Yes	38%
No	19%
Not sure	44%

23. Have you had any training on how to keep your computer safe and secure?

Yes	43%
No	55%
Not sure	3%

24. Do you ever bring your work laptop home and connect to your home network?

Yes	24%
No	75%
Not sure	2%

25. Does your employer allow access from your home computer to the company systems files or other types of data normally available to you at the office?

Yes	29%
No	28%
Not sure	43%

## Internet Safety

27. I do the following things regularly on the Internet from a home computer.

	<b>General Survey</b>
<b>Banking</b>	65%
<b>File tax return</b>	39%
<b>Social networking</b>	63%
<b>Purchase goods from auction sites</b>	38%
<b>Sell at auctions</b>	15%
<b>Blog</b>	18%
<b>Shop</b>	68%
<b>Research potential purchases</b>	69%
<b>Make a phone call</b>	11%
<b>Instant message</b>	36%
<b>Make online payments</b>	62%
<b>Access work email</b>	37%
<b>Access work documents or data bases on a server</b>	18%
<b>Keep a calendar</b>	29%
<b>Keep list of personal contacts</b>	48%
<b>Store documents</b>	56%
<b>Store photos</b>	70%
<b>Watch Videos/TV shows</b>	50%
<b>Online gaming</b>	30%
<b>Search for jobs</b>	30%
<b>Enter contests or promotions</b>	26%
<b>Listen to music on Internet radio stations</b>	40%
<b>Upload photos to photo sharing sites</b>	31%
<b>Upload videos online</b>	12%
<b>None/Other/Not sure</b>	5%

28. Have you continued to visit a Web site after receiving a security alert message about potential risks of the site?

Yes	28%
No	68%
Not sure	4%



29. When you think about the kinds of things than can happen on the Internet to you, what are you most concerned about?

	<b>General Survey</b>
<b>Identity theft</b>	51%
<b>Someone hacking into my (or my family's) financial information</b>	14%
<b>A cyber criminal gaining information about me or my family</b>	4%
<b>My personal information being made public</b>	4%
<b>Falling victim to an online scam or fraud</b>	4%
<b>Someone monitoring or recording my online account activity</b>	7%
<b>Loss of privacy</b>	9%
<b>Someone hacking my online connections or network</b>	2%
<b>Someone hacking my email or other non-financial accounts</b>	2%
<b>Online bullying</b>	>1%
<b>Other</b>	3%

30. Who do you think is most responsible for keeping the Internet safe and secure?

	<b>General Survey</b>
<b>Internet service provider</b>	30%
<b>Software provider</b>	9%
<b>Hardware provider</b>	1%
<b>Law enforcement</b>	3%
<b>Government</b>	4%
<b>Individual users</b>	44%
<b>Not sure</b>	8%
<b>Other</b>	1.5%

31. When you access the Internet, through which device do you feel most safe online?

Personal computer or laptop	87%
Mobile phone	5%
Not sure	8%

## **Wireless Security**

32. Have you logged onto a wireless network without entering a password?

Yes	44%
No	45%
Never used a Wireless network	9%
Not sure	3%

33. Do you have a wireless router in your home?

Yes	70%
No	27%
Not sure	3%

34. Is your wireless network password protected?

Yes	85%
No	11%
Not sure	4%

35. Do you have a gaming device connected to the Internet?

Yes	24%
No	75%
Not sure	1%

36. Do you have a set (TV) top box or TV connected to the Internet?

Yes	17%
No	82%
Not sure	1%

## **Mobile Security**

37. Do you use a mobile phone or Smartphone to access the Internet?

Yes	37%
No	63%
Not sure	>1%

38. How safe do you feel your mobile phone is from hackers, malware or other types of cyber crime?

Very safe	18%
Somewhat safe	30%
Somewhat unsafe	16%
Very unsafe	7%
Not sure	30%

39. Have you backed up your mobile phone by storing it's data or information elsewhere?

Yes	22%
No	69%
Not sure	9%

40. Are you more of less cautious using the Internet on your mobile phone?

More cautious	30%
Less cautious	19%
About the same	51%

41. I do the following regularly on my mobile phone:

	<b>General Survey</b>
<b>Banking</b>	12%
<b>Social networking</b>	27%
<b>Purchase goods from auction sites</b>	4%
<b>Blog</b>	3%
<b>Make online payments</b>	8%
<b>Shop</b>	8%
<b>Research potential purchases</b>	16%
<b>Instant message</b>	18%
<b>Access work email</b>	15%
<b>Access work documents or data bases on a server</b>	4%
<b>Keep a calendar</b>	20%
<b>Keep list of personal contacts</b>	23%
<b>Store documents</b>	6%
<b>Store photos</b>	19%
<b>Watch Videos/TV shows</b>	11%
<b>Online gaming</b>	5%
<b>Other/None/Not sure</b>	56%

42. Do you access the Internet with your mobile phone more frequently today than you did a year ago?

Yes	29%
No	68%
Not sure	3%

43. Do you use data applications or apps on your mobile phone?

Yes	24%
No	59%
Not sure	17%

44. Before downloading an app on your mobile phone, do you read the developer's policy?

Yes, always	24%
Yes, sometimes	40%
No, never	33%
Not sure	2%

45. Do you store personal information such as passwords or account numbers in your apps?

Yes	6%
No	70%
Not sure/does not apply	25%

46. Some apps are designed to track your location on an online map. The location technology may be used to get directions, find a restaurant, locate a friend or other purposes. Have you ever used such an app to track your location?

Yes	23%
No	55%
Not sure/does not apply	22%