2023 Norton Cyber Safety Insights Report

Global Results

FEBRUARY 2023

The Harris Poll
Harris Insights & Analytics, A Stagwell LLC Company

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Survey Method

The research was conducted online by The Harris Poll on behalf of Gen among 8,022 adults (aged 18+) in 8 countries. The survey was conducted November 29 – December 19, 2022 in Australia (n=1,006), France (n=1,002), Germany (n=1,000), India (n=1,000), Japan (n=1,005), New Zealand (n=1,003), the United Kingdom (n=1,005), and the United States (n=1,001).

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, size of place, 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 2022 Global NCSIR Study, conducted online by the Harris Poll on behalf of Gen among 10,003 adults aged 18+ in 10 countries from November 15 – December 7, 2021.
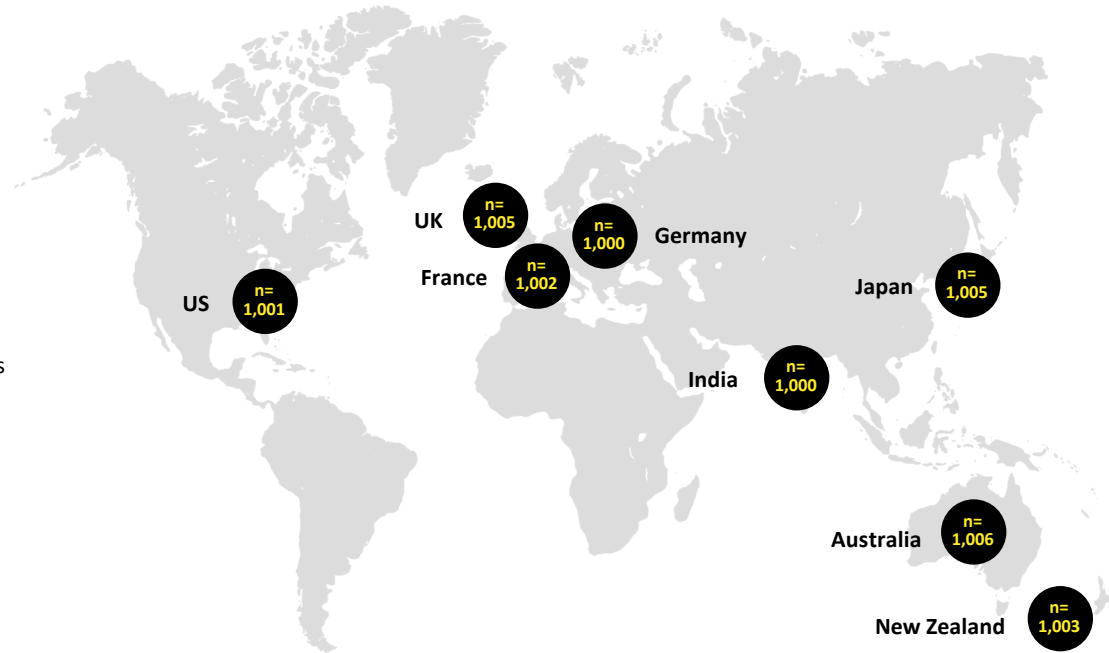
Population projection estimates cited are calculated based on adult population (age 18+) figures from the U.S. Census Bureau's 2023 International Data Base and Pew Research Center 2019 Global Attitudes Survey.

All sample surveys and polls, whether or not they use probability sampling, are subject to other multiple sources of error which are most often not possible to quantify or estimate, including, but not limited to coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.

UK n=1,005 · France n=1,002 · Germany n=1,000 · US n=1,001 · India n=1,000 · Japan n=1,005 · Australia n=1,006 · New Zealand n=1,003

The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, global sample data is accurate to within ± 1.4 percentage points using a 95% confidence level. The table below provides accuracy ranges for country level data:

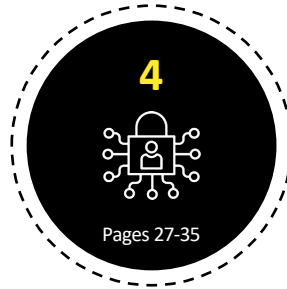| AU	FR	DE	IN	JP	NZ	UK	US
± 3.6 percentage points	± 4.0 percentage points	± 3.6 percentage points	± 4.3 percentage points	± 3.6 percentage points	± 4.2 percentage points	± 3.6 percentage points	± 4.1 percentage points

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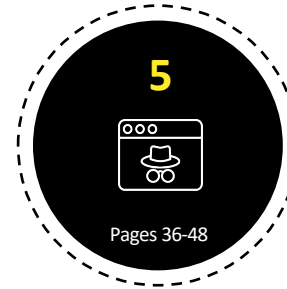
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Cybercrime: Incidence, Impact & Attitudes

Cybercrime and cybercrime attempts are a serious threat, with an estimated 463 million** adults in 8 countries* experiencing cybercrime in the past 12 months. These incidences cost victims money and valuable time. We estimate that among those who have experienced cybercrime in the past year, over 3.5 billion** hours were spent trying to resolve the issues created.
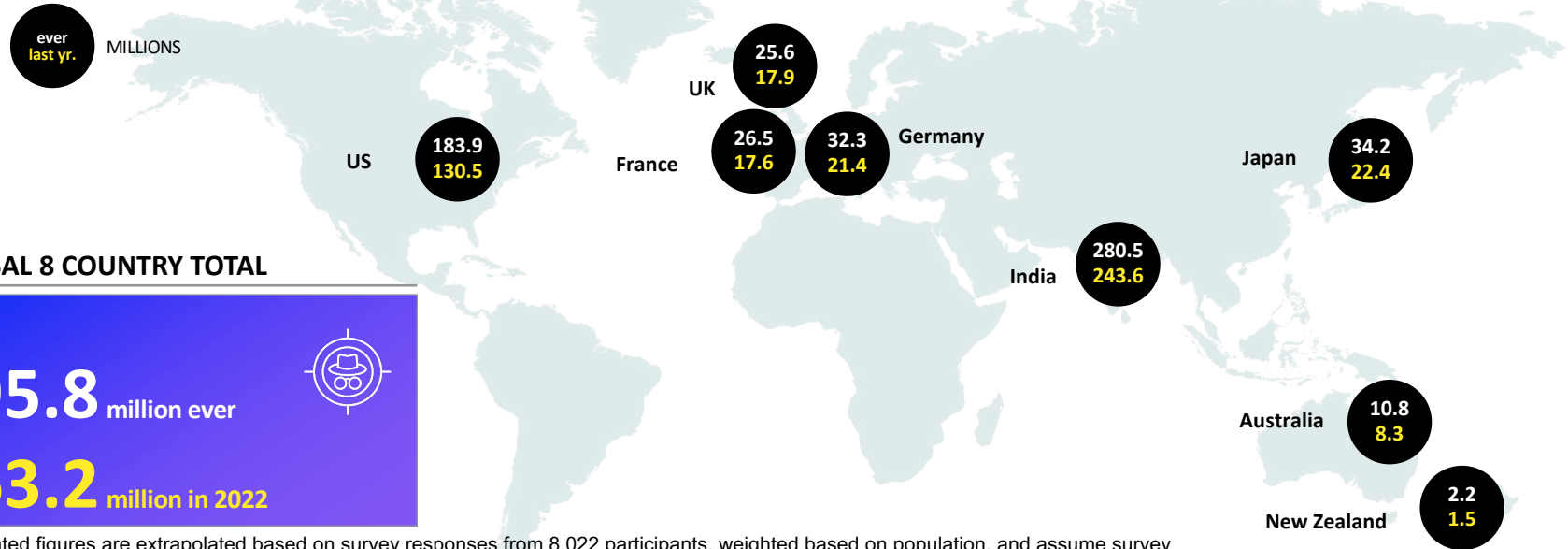
*Australia, France, Germany, India, Japan, New Zealand, United Kingdom, United States

**Estimated figures are extrapolated based on survey responses from 8,022 participants, weighted based on population, and assume survey participants are representative of the population as a whole. See Slide 2 for additional information on survey methodology and how we reached these estimates.

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On Average, Over 595 Million Adults* Globally Have Ever Experienced A Cybercrime; 463 Million Say They Have Been A Victim In 2022

Victims of Cybercrime
(By Country)

ever
last yr.   MILLIONS

UK
25.6
17.9

Germany
32.3
21.4

France
26.5
17.6

Japan
34.2
22.4

US
183.9
130.5

India
280.5
243.6

Australia
10.8
8.3

New Zealand
2.2
1.5

**GLOBAL 8 COUNTRY TOTAL**

595.8 million ever

463.2 million in 2022

*Estimated figures are extrapolated based on survey responses from 8,022 participants, weighted based on population, and assume survey participants are representative of the population as a whole. See Slide 2 for additional information on survey methodology and how we reached these estimates

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Over Half Of Consumers Globally Report Experiencing A Cybercrime, And Close to 2 in 5 Have Been Victims In 2022 Alone

Experience with Cybercrime
(Global Total)

Ever — 54%

Past 12 Months — 39%
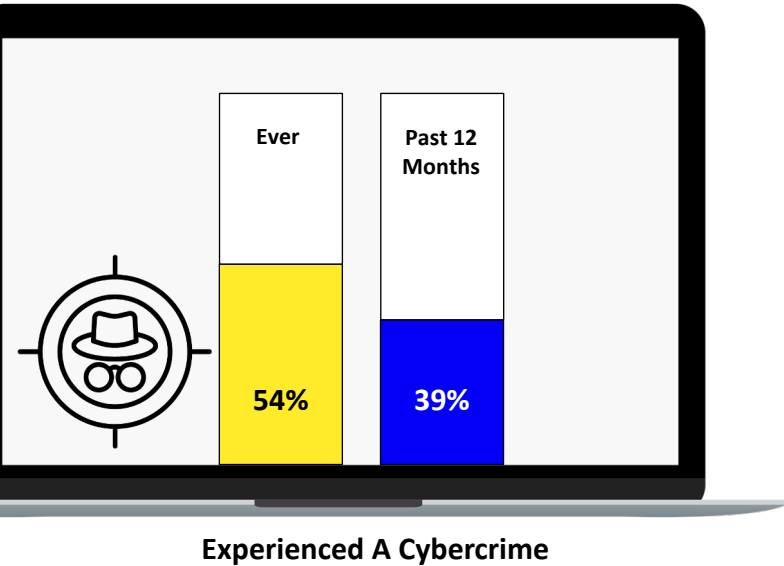
Experienced A Cybercrime

Top 3 Cyberthreats Ever Experienced

Detected malicious software on a computer, Wi-Fi network, smartphone, tablet, smart home, or other connected device

21%

Learned your personal information was exposed in a data breach

15%

Detected unauthorized access on an email account

13%

% Who Have Experienced Cybercrime (By Country)

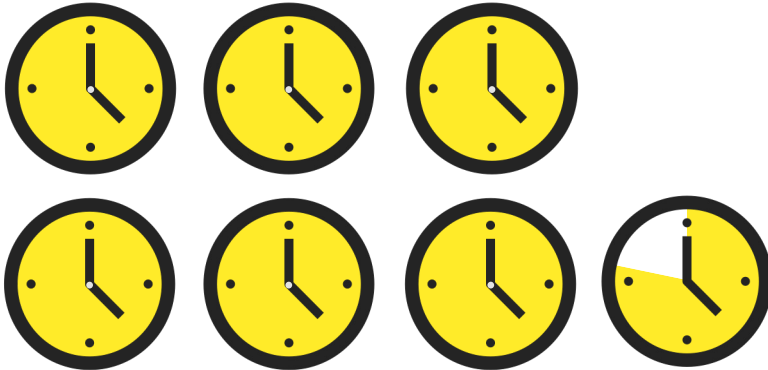|	Ever	In 2022	P12M % Pt. Change YOY
🇦🇺	52%	40%	+14%
🇫🇷	49%	33%	-3%
🇩🇪	46%	30%	+4%
🇮🇳	78%	68%	+3%
🇯🇵	33%	21%	+6%
🇳🇿	57%	38%	+5%
🇬🇧	47%	33%	+4%
🇺🇸	69%	49%	+4%

In 2022, Cybercrime Victims Spent Over 3.5 Billion Hours Resolving Issues

Hours Spent Resolving Cybercrime
(Global Total) (Among Those Who Experienced Cybercrime in Past 12 Months)

3,549,732,734

Estimated hours lost globally

6.6

Estimated hours spent on average resolving issues caused

Trended Hours Spent Resolving Cybercrime (By Country)
(Average)*

	2023	YOY Change
🇦🇺	5.2	+0.1
🇫🇷	8.2	+1.4
🇩🇪	8.3	+2.0
🇮🇳	9.5	-3.5
🇯🇵	3.8	+1.3
🇳🇿	7.7	+2.9
🇬🇧	5.0	-3.6
🇺🇸	5.3	-5.0

*Average has been trimmed to remove outliers

Gen

Globally, Over Half Of 2022's Cybercrime Victims Have Experienced Financial Loss

Financial Impact of Cybercrime
(Global Total) (Among Those Who Experienced Cybercrime in 2022)

54%
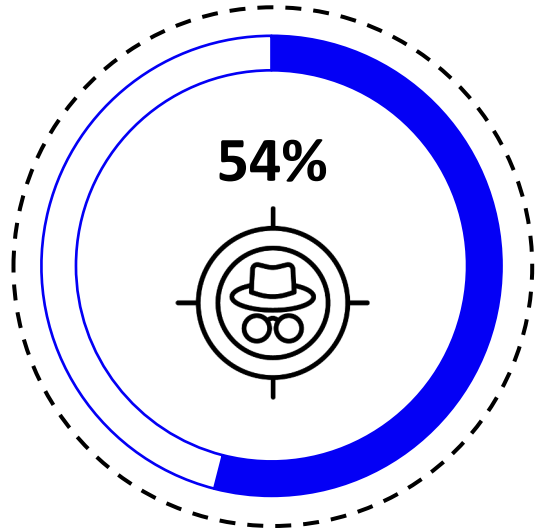
Trended % Who Lost Money From Cybercrime (By Country)

	2023	YOY Change
🇦🇺	41%	-6%
🇫🇷	54%	+3%
🇩🇪	61%	+6%
🇮🇳	81%	+11%
🇯🇵	22%	+9%
🇳🇿	51%	+18%
🇬🇧	49%	-3%
🇺🇸	44%	-14%

Average* Lost Financially Due To Cybercrime (By Country)

	Local Currency
🇦🇺	$242
🇫🇷	€152
🇩🇪	€161
🇮🇳	₹9,674
🇯🇵	¥4,665
🇳🇿	$519
🇬🇧	£130
🇺🇸	$193

*Average has been trimmed to remove outliers
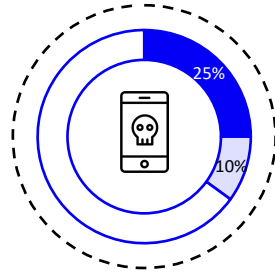
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More Than 2 In 5 Adults Globally Have Ever Experienced A Computer/Mobile Device Virus, With 1 In 5 Adults Experiencing This More Than Once

Scams, Viruses, and Attacks Experienced
(Global Total)

● Multiple times   ○ Once
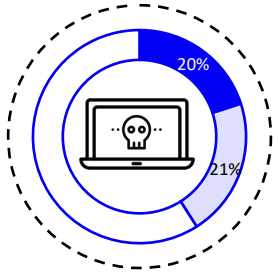
41% (net)
Computer/mobile device virus
20%
21%

35% (net)
Mobile/SMS scam
25%
10%
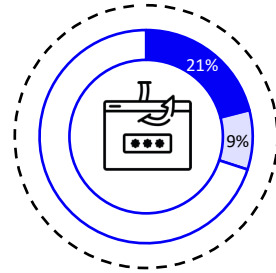
30% (net)
Phishing scam
21%
9%
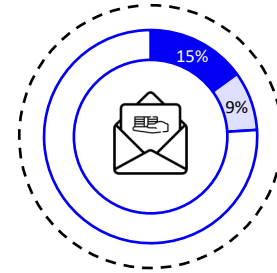
24% (net)
Extortion email scam
15%
9%
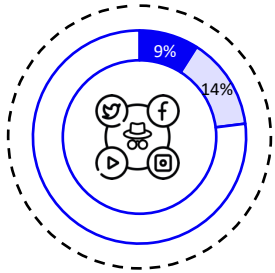
23% (net)
Social media hacking
9%
14%
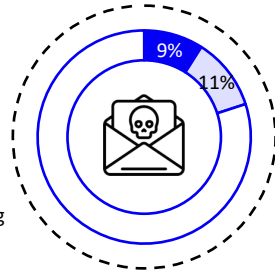
20% (net)
Email hacking
9%
11%
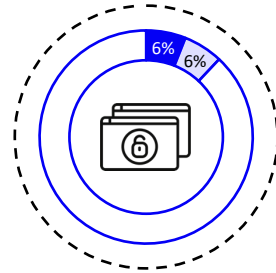
13% (net)
Ransomware attack
6%
6%

10% (net)
Dating app hack
6%
5%

Gen

Based on an online survey of 7,021 adults in 7 countries conducted November – December 2022 and an online survey of 5,004 adults in the US conducted in January 2023 by The Harris Poll on behalf of Gen.
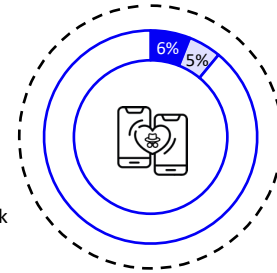
In Nearly All Countries, Computer/Mobile Device Viruses & Mobile/SMS Scams Among The Most Common Scams/Viruses Experienced

Top 3 Scams, Viruses, and Attacks Experienced
(By Country)

Australia

Mobile/SMS scam
49%

Phishing scam
36%

Computer/mobile device virus
35%

France

Computer/mobile device virus
41%

Mobile/SMS scam
36%

Extortion email scam
30%

Germany

Computer/mobile device virus
39%

Mobile/SMS scam
16%

Extortion email scam
16%

India

Computer/mobile device virus
60%

Mobile/SMS scam
46%

Social media hacking
38%

Japan

Computer/mobile device virus
19%

Extortion email scam
14%

Phishing scam
12%

New Zealand

Phishing scam
48%

Mobile/SMS scam
46%

Computer/mobile device virus
45%

United Kingdom

Mobile/SMS scam
39%

Phishing scam
37%

Computer/mobile device virus
35%

United States

Computer/mobile device virus
53%

Phishing scam
40%

Mobile/SMS scam
39%

2 In 5 Adults Surveyed Have Fallen Victim To A Scam In 2022, Most Commonly Due To Clicking On A Link In An Email Or Text Message
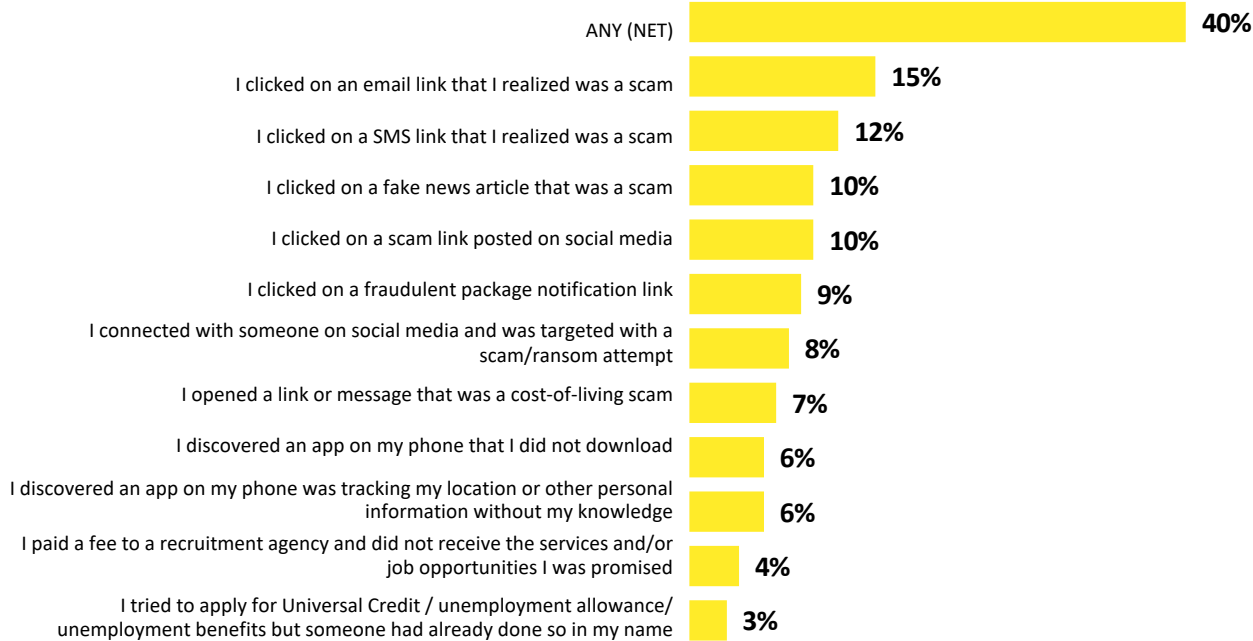
Scams Experienced in 2022
(Global Total)

Category	%
ANY (NET)	40%
I clicked on an email link that I realized was a scam	15%
I clicked on a SMS link that I realized was a scam	12%
I clicked on a fake news article that was a scam	10%
I clicked on a scam link posted on social media	10%
I clicked on a fraudulent package notification link	9%
I connected with someone on social media and was targeted with a scam/ransom attempt	8%
I opened a link or message that was a cost-of-living scam	7%
I discovered an app on my phone that I did not download	6%
I discovered an app on my phone was tracking my location or other personal information without my knowledge	6%
I paid a fee to a recruitment agency and did not receive the services and/or job opportunities I was promised	4%
I tried to apply for Universal Credit / unemployment allowance/ unemployment benefits but someone had already done so in my name	3%

% Fell Victim to A Scam in 2022 (By Country)

🇦🇺	34%
🇫🇷	42%
🇩🇪	31%
🇮🇳	73%
🇯🇵	20%
🇳🇿	42%
🇬🇧	36%
🇺🇸	46%

![norton]
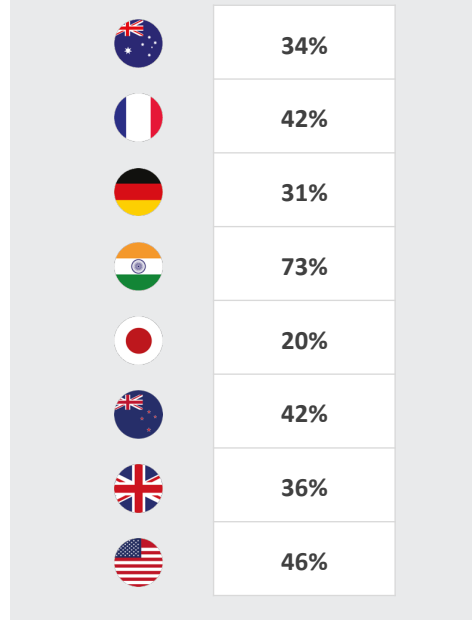
Some Adults Surveyed Also Experienced Other Cyberthreats, With The Most Common Being Mobile/SMS Scam Attempts

% Experienced
(Global Total)

Mobile/SMS scam attempt	36%
Phishing scam attempt	33%
Computer/mobile device virus attempt	32%
Extortion email scam attempt	24%
Email hacking attempt	23%
Social media hacking attempt	21%
Identity theft attempt	15%
Ransomware attack attempt	12%
Dating app hacking attempt	9%

Gen
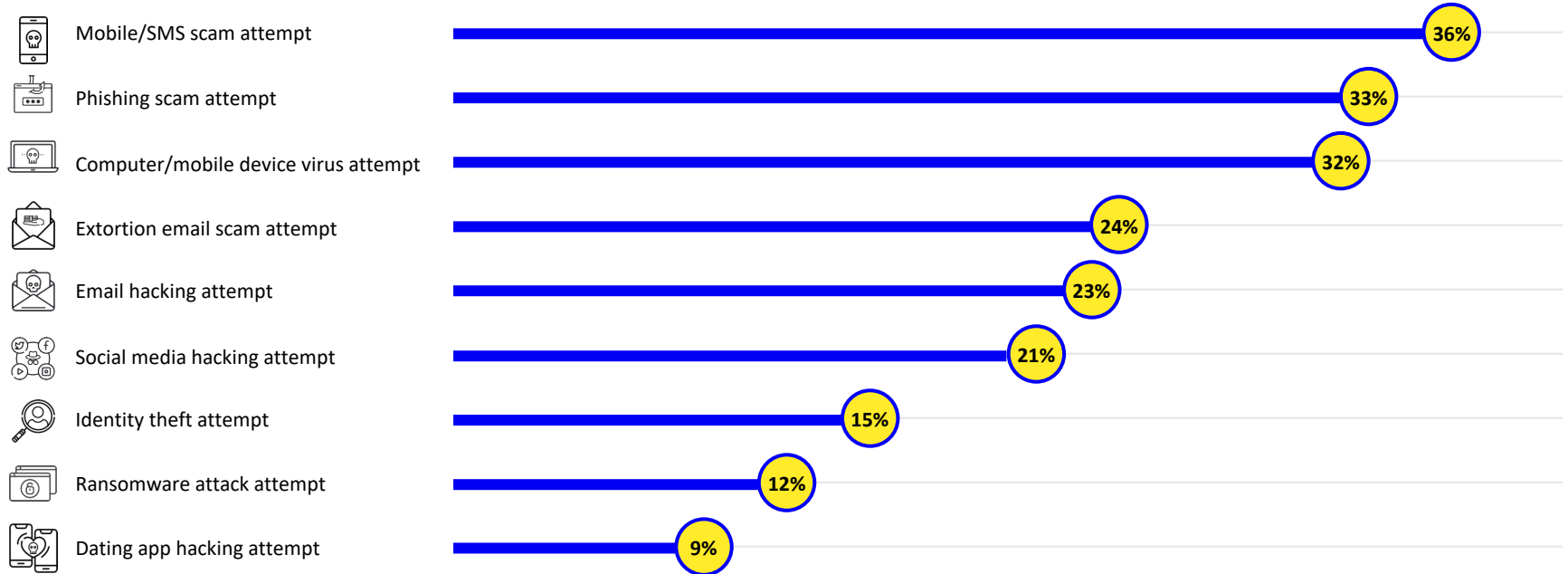
In Nearly All Countries Surveyed, Phishing Scam Attempts & Computer/Mobile Device Virus Attempts Among Top Three Cyberthreats Experienced

Top 3 Cyberthreat Attempts Experienced
(By Country)

Australia

Mobile/SMS scam attempt
51%

Phishing scam attempt
40%

Computer/mobile device virus attempt
31%

France

Mobile/SMS scam attempt
43%

Computer/mobile device virus attempt
35%

Extortion email scam attempt
31%

Germany

Computer/mobile device virus attempt
29%

Phishing scam attempt
24%

Email hacking attempt
19%

India

Mobile/SMS scam attempt
37%

Computer/mobile device virus attempt
36%

Social media hacking attempt
31%

Japan

Phishing scam attempt
20%

Computer/mobile device virus attempt
16%

Extortion email scam attempt
14%

New Zealand

Mobile/SMS scam attempt
50%

Phishing scam attempt
45%

Computer/mobile device virus attempt
41%

United Kingdom

Mobile/SMS scam attempt
40%

Phishing scam attempt
38%

Computer/mobile device virus attempt
29%

United States

Phishing scam attempt
43%

Computer/mobile device virus attempt
42%

Mobile/SMS scam attempt
38%

Identity Theft: Incidence & Impacts*

About 47.5 million** adults have experienced identity theft in 2022, which resulted in financial loss for three-quarters of victims who collectively spent over 532 million hours resolving their issues.

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

**Estimated figures are extrapolated based on survey responses from 8,022 participants, weighted based on population, and assume survey participants are representative of the population as a whole. See Slide 2 for additional information on survey methodology and how we reached these estimates.

Findings in this section were calculated using both the 2023 Cyber Safety Insights (Australia, France, Germany, India, Japan, New Zealand, United Kingdom) and the ITPS (United States) studies

2

Around 1 In 7 Adults Globally Have Experienced Identity Theft
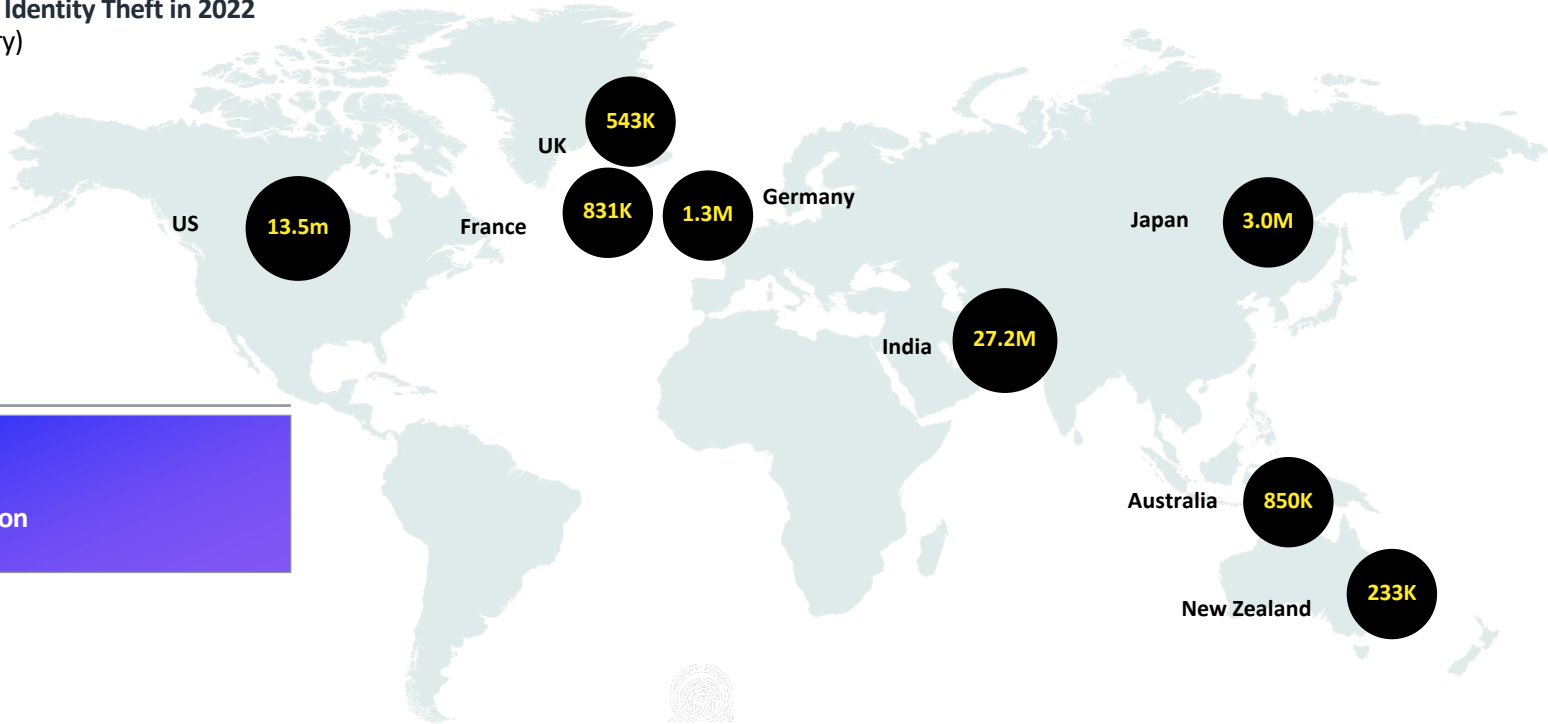
Experience with Identity Theft
(Global Total)

Ever: **14%**
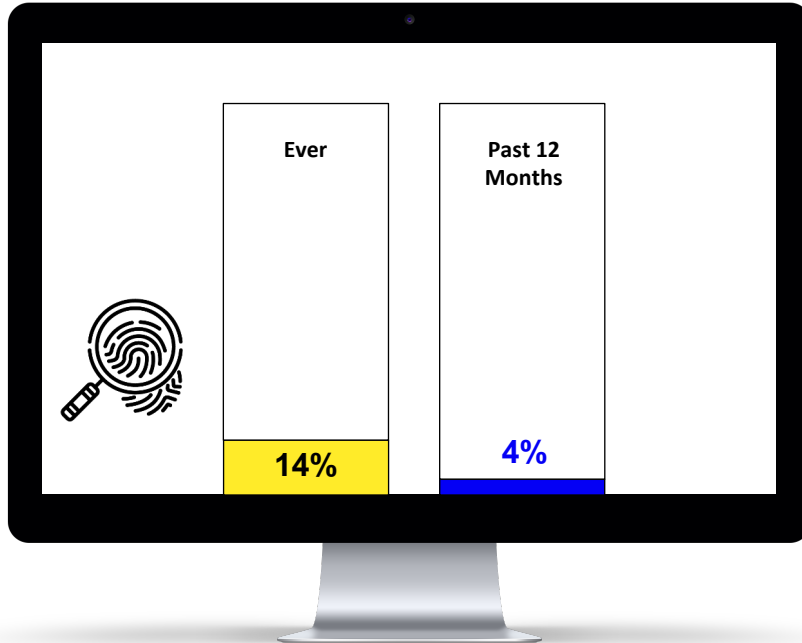
Past 12 Months: **4%**

% Who Have Experienced Identity Theft
(By Country)

	Ever	Past 12 months
🇦🇺	10%	4%
🇫🇷	7%	2%
🇩🇪	10%	2%
🇮🇳	31%	8%
🇯🇵	9%	3%
🇳🇿	14%	6%
🇬🇧	10%	1%
🇺🇸	24%	5%

Note: question structure changed in 2022; trend not shown

Based on an online survey of 7,021 adults in 7 countries conducted November – December 2022 and an online survey of 5,004 adults in the U.S. conducted in January 2023 by The Harris Poll on behalf of Gen.

Across 8 Countries, Over 47 Million Consumers Have Fallen Victim To Identity Theft In 2022

Victims of Identity Theft in 2022
(By Country)

US — 13.5m

UK — 543K

France — 831K

Germany — 1.3M

Japan — 3.0M

India — 27.2M

Australia — 850K

New Zealand — 233K

GLOBAL TOTAL

47.5 million

Gen

Based on an online survey of 7,021 adults in 7 countries conducted November – December 2022 and an online survey of 5,004 adults in the US conducted in January 2023 by The Harris Poll on behalf of Gen.

Globally, More Than 3 In 4 of 2022's Identity Theft Victims Have Been Financially Impacted; Over 532 Million Hours Have Been Spent Resolving Issues

Impact of Identity Theft
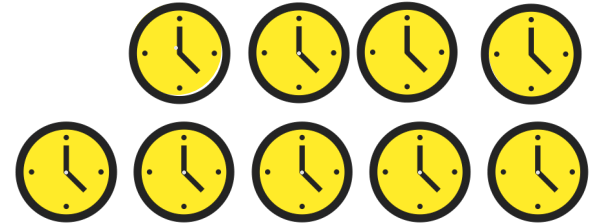(Global Total) (Among Those Who Experienced Identity Theft in 2022)

76%
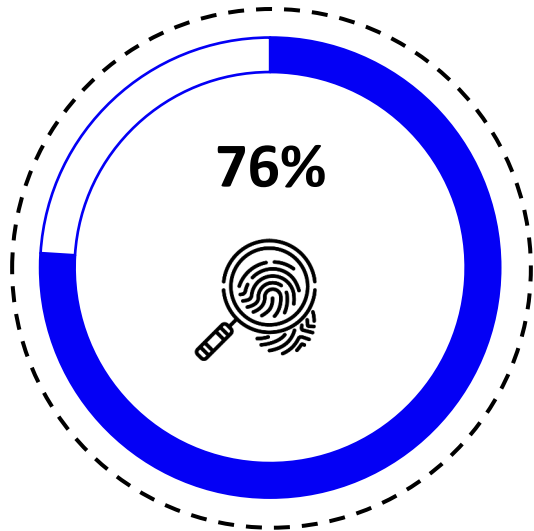
Have lost money as a result of the identity theft committed

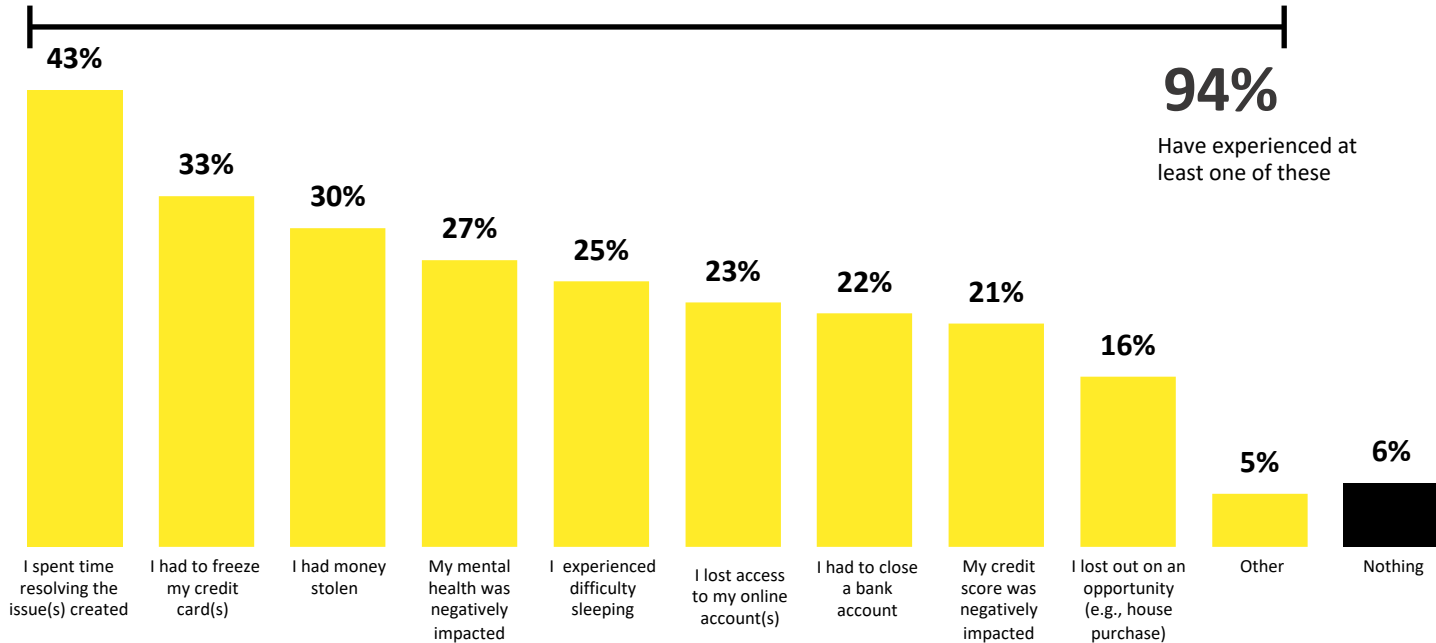**532,762,778**
Hours lost globally

8.9

Hours spent (on average*) resolving issues caused

Based on an online survey of 7,021 adults in 7 countries conducted November – December 2022 and an online survey of 5,004 adults in the US conducted in January 2023 of which, 752 experienced identity theft in the past 12 months.
Conducted by The Harris Poll on behalf of Gen.

Gen   *Average has been trimmed to remove outliers

Nearly All Identity Theft Victims Experienced Repercussions From The Theft, With Lost Time Being Most Common

Impacts Experienced
(Global Total) (Among Those Who Have Experienced Identity Theft)

Bar	%
I spent time resolving the issue(s) created	43%
I had to freeze my credit card(s)	33%
I had money stolen	30%
My mental health was negatively impacted	27%
I experienced difficulty sleeping	25%
I lost access to my online account(s)	23%
I had to close a bank account	22%
My credit score was negatively impacted	21%
I lost out on an opportunity (e.g., house purchase)	16%
Other	5%
Nothing	6%

94%
Have experienced at least one of these

% Any Detriment
(By Country)

Country	%
Australia	92%*
France	97%*
Germany	92%*
India	96%
Japan	78%*
New Zealand	94%
United Kingdom	94%
United States	97%

Caution: Small base (n<100). Results should be interpreted as directional

Based on an online survey of 7,021 adults in 7 countries conducted November – December 2022 and an online survey of 5,004 adults in the US conducted in January 2023 of which, 2,054 experienced identity theft. Conducted by The Harris Poll on behalf of Gen.

Gen

Time Spent Resolving The Issue The Theft Created Is The Most Common Impact Reported In Each Country (Except Australia)

Top 3 Impacts Experienced
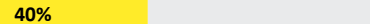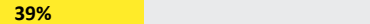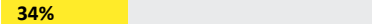(By Country) (Among Those Who Have Experienced Identity Theft)
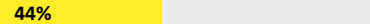
Australia
Had to freeze credit cards
44%
Spent time resolving the issue
40%
Had money stolen
39%

France
Spent time resolving the issue
34%
Had money stolen
32%
Had to freeze credit cards (T)
30%
(t) Mental health was negatively impacted

Germany
Spent time resolving the issue
52%
Had to freeze credit cards
29%
Difficulty sleeping
28%
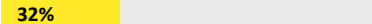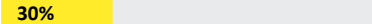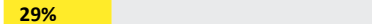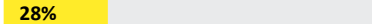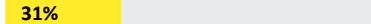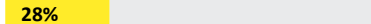
India
Spent time resolving the issue
31%
Had money stolen (tie)
28%
(t) Difficulty sleeping
(t) Mental health was negatively impacted
(t) Lost access to online account
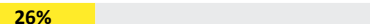
Japan
Spent time resolving the issue
48%
Had to freeze credit cards
26%
Mental health negatively impacted
25%
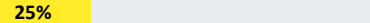
New Zealand
Spent time resolving the issue
52%
Had to freeze credit cards
40%
Had money stolen (t)
33%
Difficulty sleeping (t)
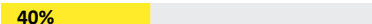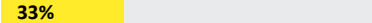
United Kingdom
Spent time resolving the issue
36%
Had money stolen
34%
Had to freeze credit cards
28%

United States
Spent time resolving the issue
56%
Had to freeze credit cards
45%
Had money stolen
36%
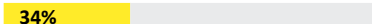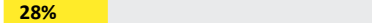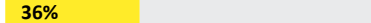
Of Those Who Experienced Identity Theft, Close To Half Discovered The Theft Themselves; Slightly Less Were Notified By An External Source

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How Identity Theft Was Discovered (Global Total) (Among Those Who Have Experienced Identity Theft)

% Discovered it Themselves by Country

2023

🇦🇺	52%*
🇫🇷	45%*
🇩🇪	38%*
🇮🇳	55%
🇯🇵	26%*
🇳🇿	39%
🇬🇧	46%
🇺🇸	44%

45% Discovered it Themselves

I noticed charges on my credit card that I did not make	10%
By monitoring my financial accounts online	8%
By monitoring my paper statements from my financial accounts	5%
By monitoring my credit report [NOT SHOWN IN JPN]	5%
When I went to file my tax return	4%
When I applied for a mortgage	3%
When I reported a lost or stolen card or other document to my financial institution	3%
I was denied credit or other financial services	3%
I personally went on the dark web and found my personal information there	2%
When I was turned down for credit	2%

38% Notified By External Source

I was notified by my bank or credit card company	14%
I was notified by a bank or credit card company other than my own	5%
I was notified by my identity theft protection service [US ONLY]	5%
I was notified by police, law enforcement, or other government agency	5%
I was notified by my credit monitoring service	4%
I was notified by a dark web monitoring service	4%
I was notified by a debt collector or creditor	4%

% Notified By an External Source By Country)

2023

🇦🇺	32%*
🇫🇷	40%*
🇩🇪	36%*
🇮🇳	33%
🇯🇵	31%*
🇳🇿	38%
🇬🇧	45%
🇺🇸	47%

Gen

*Caution: Small base (n<100). Results should be interpreted as directional

Based on an online survey of 7,021 adults in 7 countries conducted November – December 2022 and an online survey of 5,004 adults in the US conducted in January 2023 of which, 2,054 experienced identity theft. Conducted by The Harris Poll on behalf of Gen.

Globally, Identity Theft Victims Report Their Personal Details Were Most Commonly Compromised Via Social Media Apps/Websites

Places Personal Details Were Compromised (By Country) (Among Those Who Have Experienced Identity Theft)

	Social media app/website	Banking app/website	3rd party website	Phishing email	Phishing text	Online dating app/website
GLOBAL TOTAL	36%	31%	28%	27%	23%	20%
Australia*	33%	29%	41%	31%	26%	13%
France*	37%	30%	28%	29%	24%	14%
Germany*	34%	25%	33%	24%	21%	30%
India	49%	37%	30%	28%	33%	33%
Japan*	37%	13%	22%	42%	28%	10%
New Zealand	38%	34%	35%	35%	28%	25%
UK	26%	33%	19%	21%	17%	11%
US	24%	29%	18%	16%	10%	9%

Caution: Small base (n<100). Results should be interpreted as directional

Based on an online survey of 7,021 adults in 7 countries conducted November – December 2022 and an online survey of 5,004 adults in the US conducted in January 2023 of which, 2,054 experienced identity theft. Conducted by The Harris Poll on behalf of Gen.

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Identity Theft: Attitudes

Nearly 7 in 10 adults around the globe* feel more vulnerable to identity theft now compared to a few years ago. Yet, a similar proportion of adults admit they don't know how to check if their identity has ever been stolen.

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

2

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Although More Than Half Of Adults Globally Believe The Steps They Take Are Enough To Protect Against Identity Theft, The Majority Are Very Worried Their Identity Will Be Stolen & Feel More Vulnerable Than Before

Agreement with Attitudes Toward Identity Theft
(Global Total)
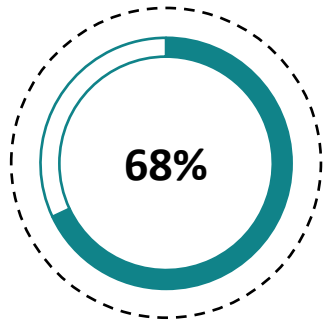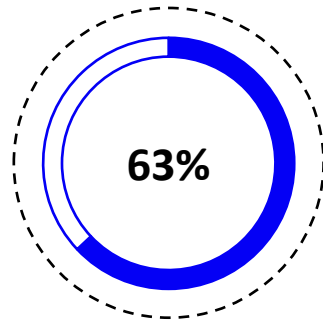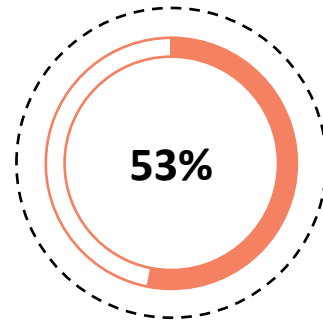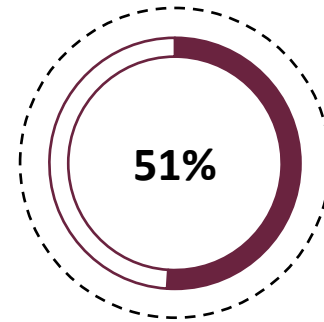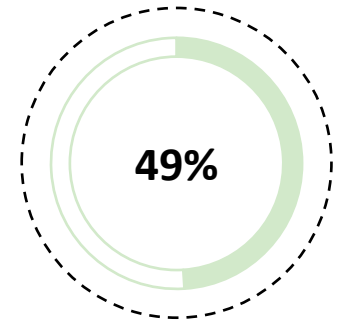
68%	63%	53%	51%	49%
I feel more vulnerable to identity theft now than I did a few years ago	I am very worried that my identity will be stolen	The steps I currently take are enough to protect myself from identity theft	I think I'm well protected against identity theft	I expect my identity will be stolen at some point

% strongly/somewhat agree

Gen

Adults Surveyed In Japan Most Likely To Expect Their Identity Will Be Stolen; Least Likely To Feel Well-Protected

Agreement with Attitudes Toward Identity Theft (By Country)

	I feel more vulnerable to identity theft now than I did a few years ago	I am very worried that my identity will be stolen	The steps I currently take are enough to protect myself from identity theft	I think I'm well protected against identity theft	I expect my identity will be stolen at some point
Australia	78%	69%	55%	55%	50%
France	74%	79%	50%	42%	45%
Germany	53%	52%	55%	53%	39%
India	59%	59%	61%	60%	57%
Japan	79%	75%	42%	30%	76%
New Zealand	71%	56%	54%	52%	41%
UK	67%	60%	58%	58%	40%
US	65%	54%	53%	55%	39%

% strongly/somewhat agree

The Global Sense Of Vulnerability To Identity Theft May Stem From The Majority Of Adults Not Knowing How To Check If Their Identity Has Ever Been Stolen Or What To Do About It

Agreement with Attitudes Toward Identity Theft
(Global Total)

69%

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

60%

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

37%

I've never considered that my identity could be stolen

27%

I don't know what identity theft is
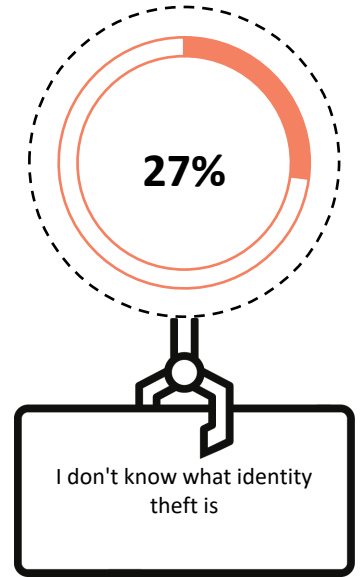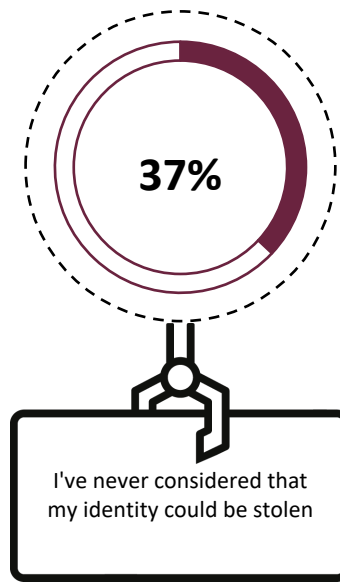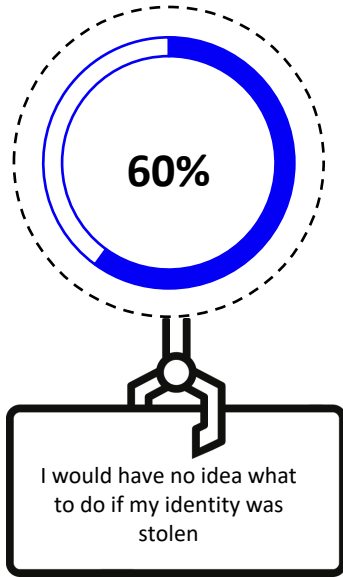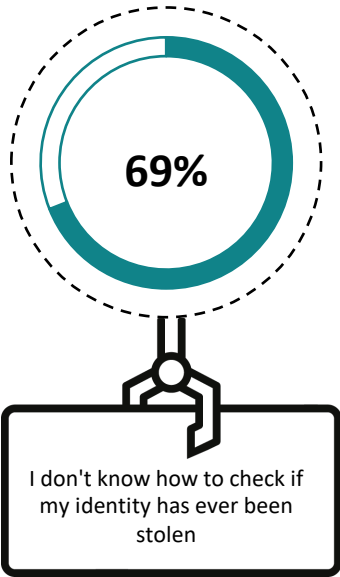
% strongly/somewhat agree

There Is A Need For Education Globally About Protection Against Identity Theft

Agreement with Attitudes Toward Identity Theft (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've never considered that my identity could be stolen	I don't know what identity theft is
Australia	74%	62%	35%	23%
France	74%	62%	39%	24%
Germany	65%	57%	38%	23%
India	57%	58%	53%	49%
Japan	81%	75%	27%	37%
New Zealand	81%	65%	43%	26%
UK	68%	57%	32%	19%
US	51%	45%	27%	13%
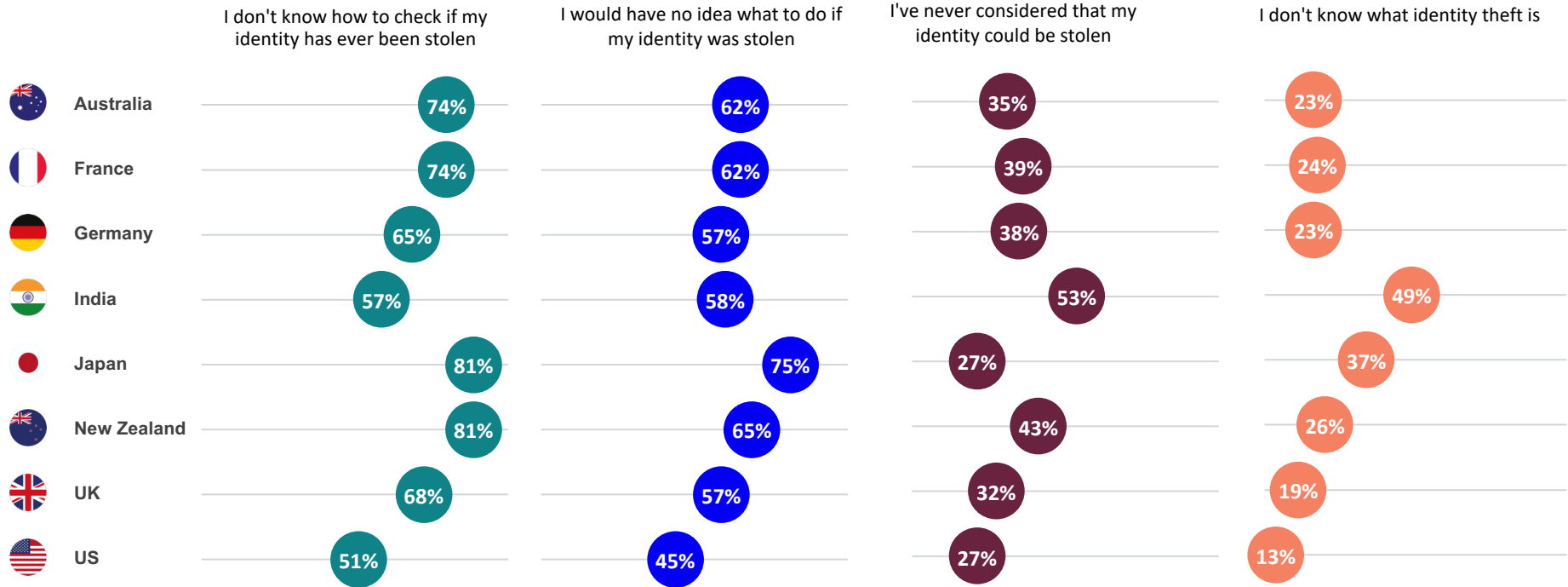
% strongly/somewhat agree

Protecting
Personal Privacy

Despite more than 6 in 10 consumers globally* saying they accept certain risks to their online privacy to make their life more convenient, nearly 8 in 10 say they are concerned about their data privacy and 7 in 10 have taken steps to protect their online privacy.

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

3

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The Majority In All Countries (Except Japan) Report Taking Steps To Protect Their Online Privacy

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

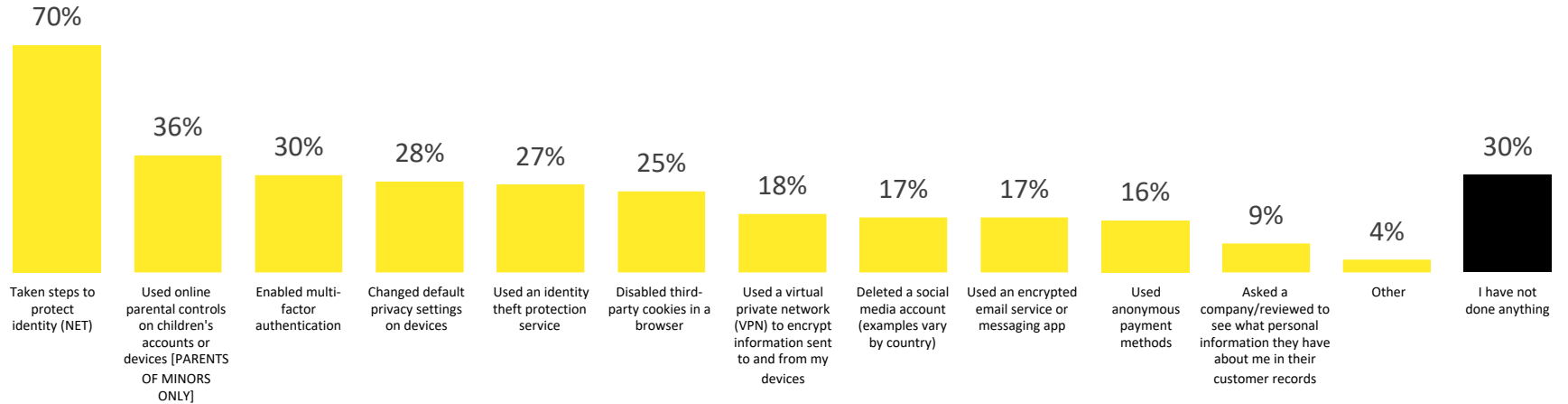| 70%	36%	30%	28%	27%	25%	18%	17%	17%	16%	9%	4%	30%
Taken steps to protect identity (NET)	Used online parental controls on children's accounts or devices [PARENTS OF MINORS ONLY]	Enabled multi-factor authentication	Changed default privacy settings on devices	Used an identity theft protection service	Disabled third-party cookies in a browser	Used a virtual private network (VPN) to encrypt information sent to and from my devices	Deleted a social media account (examples vary by country)	Used an encrypted email service or messaging app	Used anonymous payment methods	Asked a company/reviewed to see what personal information they have about me in their customer records	Other	I have not done anything

% Who Have Taken At Least One Step (By Country)

69% 67% 73% 87% 44% 73% 70% 77%
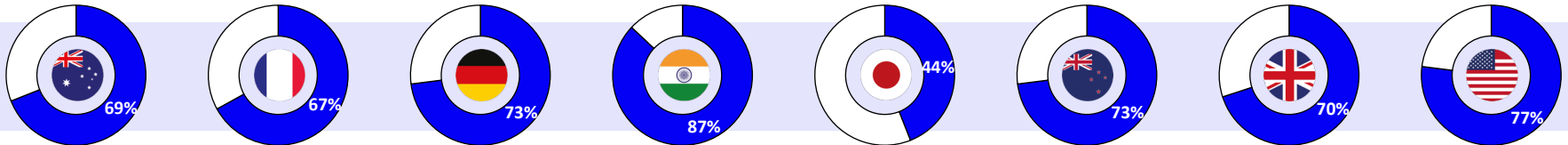
3 In 4 Adults Globally Say It Is Important For Them To Disguise Their Digital Footprint So They Cannot Be Tracked; Fewer Have Software On Their Device That Helps Protect Against Cyberthreats

Agreement with Statements About Online Privacy
(By Country)

	GLOBAL TOTAL	🇦🇺	🇫🇷	🇩🇪	🇮🇳	🇯🇵	🇳🇿	🇬🇧	🇺🇸
	75%	78%	74%	74%	67%	84%	77%	72%	77%

It is important to me to disguise my digital footprint so I cannot be tracked by third parties when online.

	58%	61%	48%	60%	56%	59%	59%	63%	58%
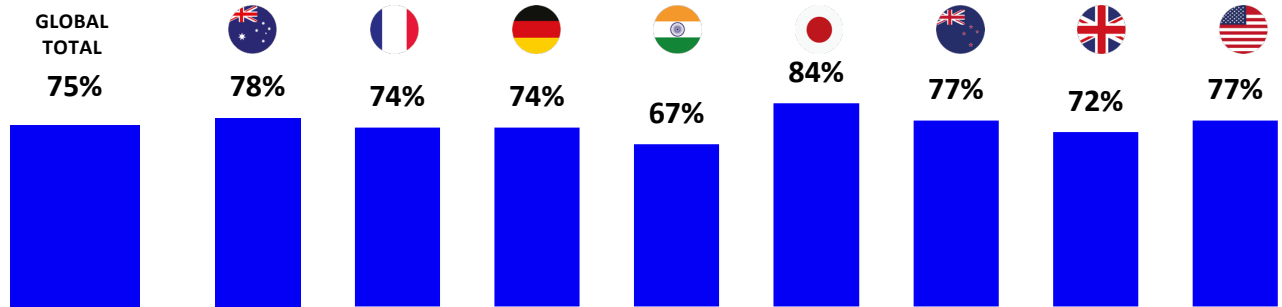
I have software on my device(s) that covers me against cyberthreats.
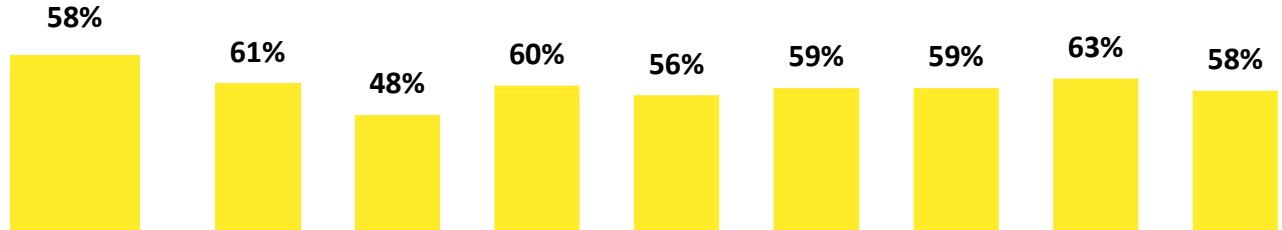
% strongly/somewhat agree

More Than 1 In 3 Adults Globally Are Unaware Of Specific Online Privacy Solutions/Cybersecurity Software To Protect Against Identity Threats

Familiarity with Online Privacy Solutions that Protect Against Identity Threats
(Global Total)

● EVER USED   ● JUST HEARD THE NAME   ○ NEVER HEARD OF
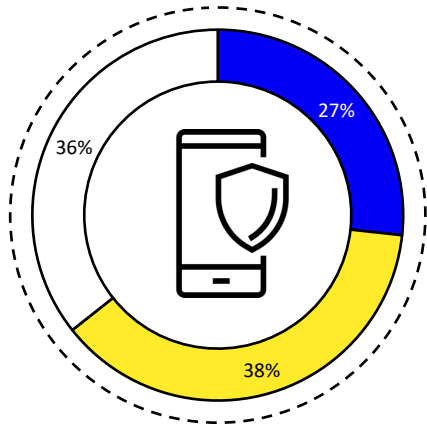
64% **aware** (net)

Software/app to cover my smartphone against cyberthreats

27% · 38% · 36%
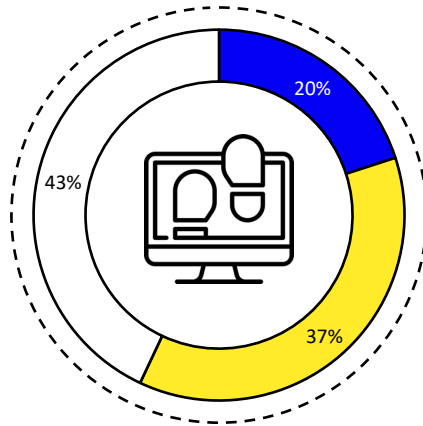
57% **aware** (net)

Software that disguises my digital footprint and disables trackers on my devices

20% · 37% · 43%
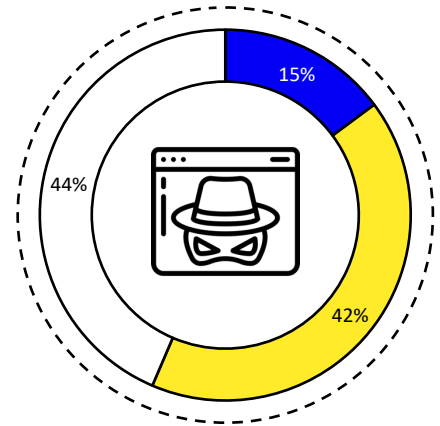
56% **aware** (net)

Dark web monitoring service to see if my personal information is on the dark web

15% · 42% · 44%

Familiarity Of Software And Services That Help Protect Against Cyberthreats Varies By Country, With Adults In Japan And France Generally Reporting Lowest Levels

Online Privacy Solutions Aware Of
(By Country)
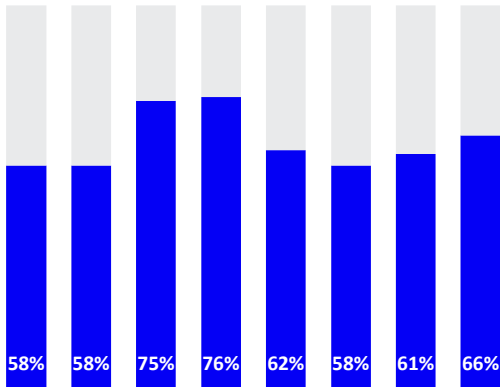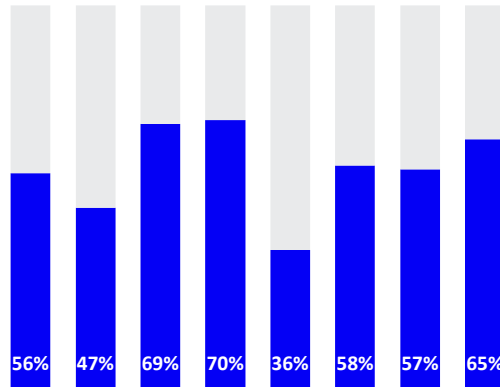
58%	58%	75%	76%	62%	58%	61%	66%

Software/app to cover my smartphone against cyberthreats

56%	47%	69%	70%	36%	58%	57%	65%

Software that disguises my digital footprint and disables trackers on my devices

60%	48%	57%	69%	32%	54%	60%	73%
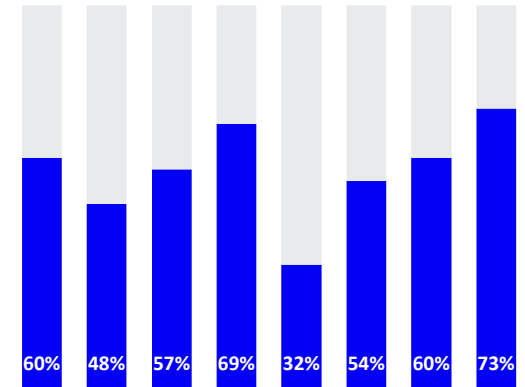
Dark web monitoring service to see if my personal information is on the dark web

Gen

Globally, Most Admit Not Understanding How The Dark Web Works; Adults In The US Least Likely To Say They Don't Understand

Understanding of the Dark Web
(Global Total)

"I don't understand how the dark web works."
(Global Total)

70%
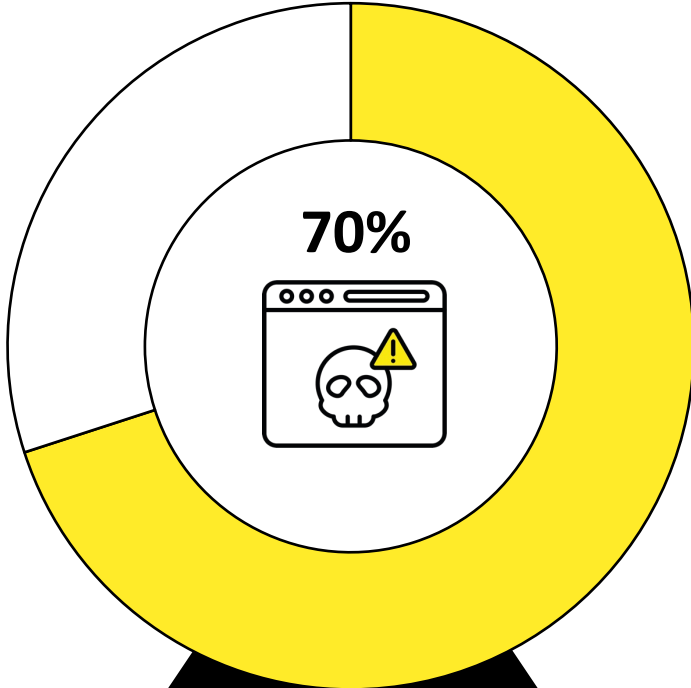
"I don't understand how the dark web works."
(By Country)

🇦🇺	72%
🇫🇷	73%
🇩🇪	65%
🇮🇳	58%
🇯🇵	82%
🇳🇿	80%
🇬🇧	72%
🇺🇸	55%

% strongly/somewhat agree

32

Gen

| 32

Most Want To Do More To Protect Their Privacy, But More Than Half Of Adults Globally Admit They Don't Know How

Agreement with Statements About Protecting Online Privacy
(By Country)

I want to do more to protect my privacy

I don't know how to protect my privacy

85% | 53%

76% | 52%

86% | 47%

84% | 62%

84% | 65%

70% | 51%

89% | 56%

88% | 62%

83% | **56%**

GLOBAL TOTAL

% strongly/somewhat agree

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| 33
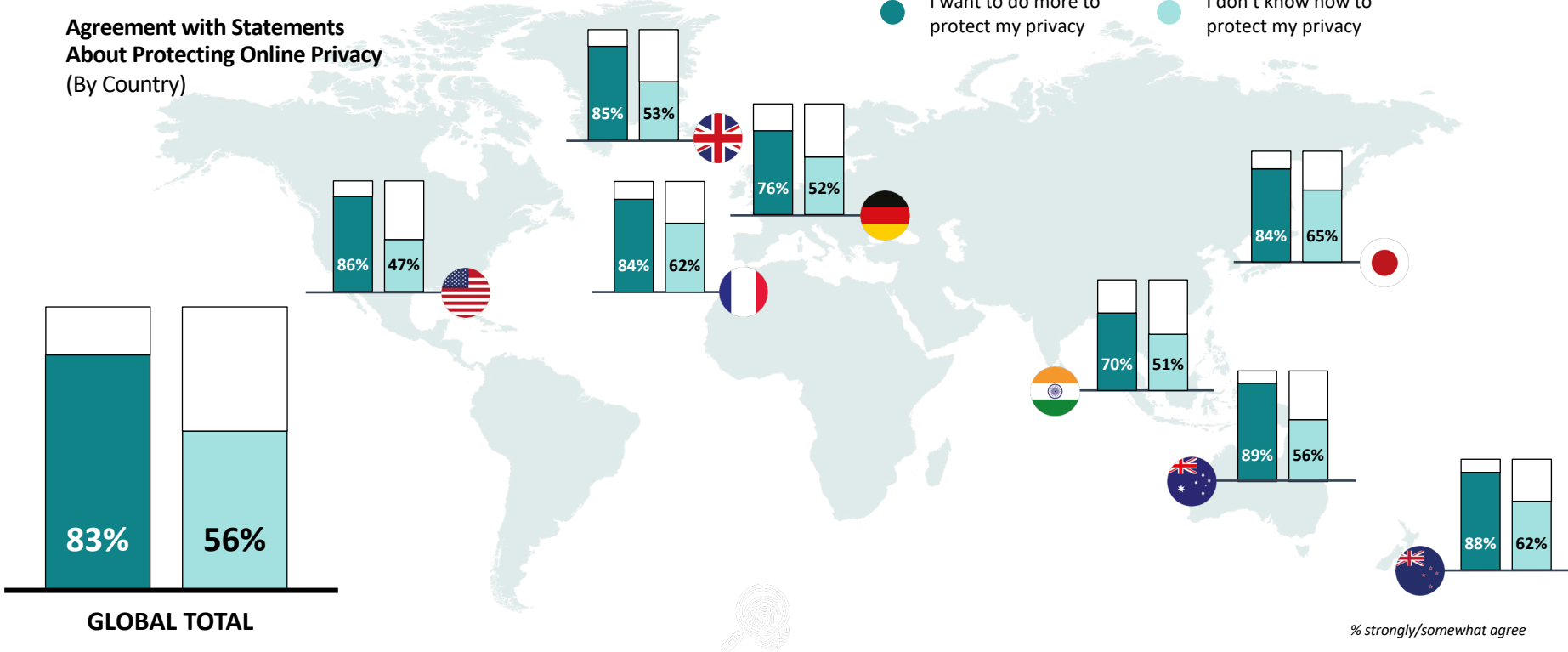
The Majority Of Adults Surveyed Across The Globe Report Concern About Data Privacy & Say They Are More Alarmed Than Ever, Especially In Australia

Agreement with Statements About Data Privacy Concern
(By Country)

I am concerned about data privacy

I am more alarmed than ever about my privacy

Canada: 84% / 69%

UK: 71% / 55%

USA: 85% / 66%

France: 80% / 59%

Japan: 75% / 76%

India: 70% / 70%

Australia: 88% / 78%

New Zealand: 83% / 69%

GLOBAL TOTAL
79% / 68%

% strongly/somewhat agree
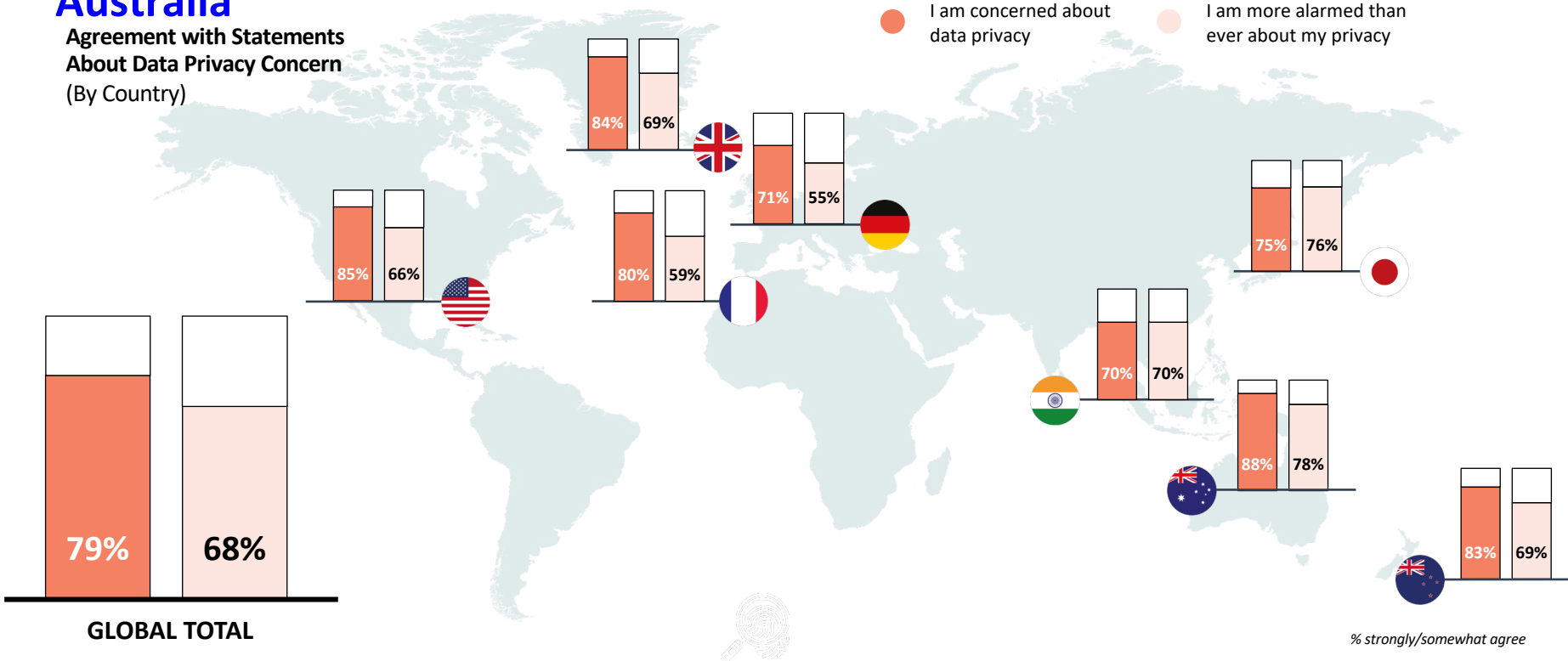
The Acceptance Of Risks To Online Privacy For Greater Convenience Varies By Country, With Highest Level Of Agreement in New Zealand

Agreement with Statements About Protecting Online Privacy (By Country)

- I accept certain risks to my online privacy to make my life more convenient
- It's impossible to protect my privacy

USA: 69% / 55%
UK: 65% / 58%
Germany: 56% / 53%
France: 58% / 51%
India: 60% / 50%
Japan: 53% / 64%
Australia: 70% / 63%
New Zealand: 74% / 59%

GLOBAL TOTAL: 63% / 57%
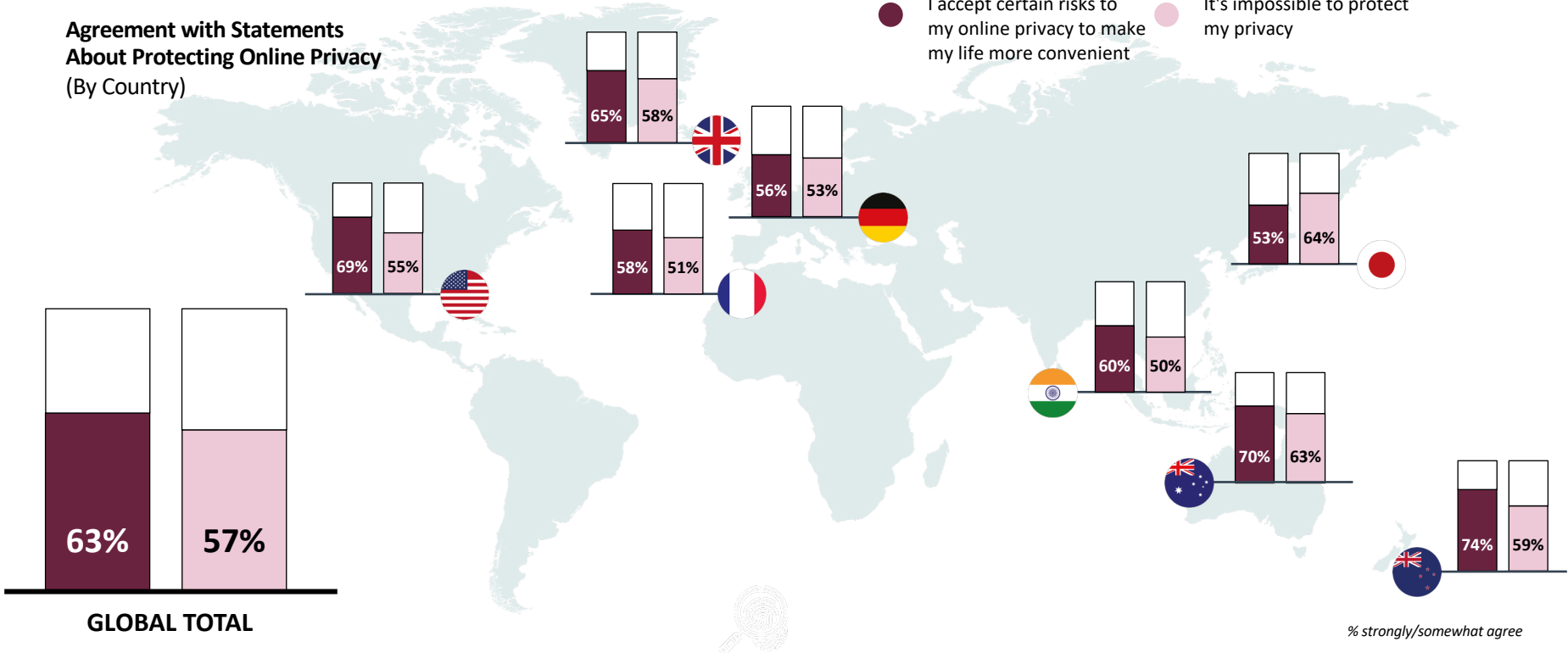
% strongly/somewhat agree

Online Creeping and Dating/Romance Scams

The global* use of dating app/websites among adults has opened a door to dating scams that have proven to be costly for some. There is a general sense of mistrust among adults who have used a dating website or app, with more than 6 in 10 admitting to creeping on a potential partner after matching with them. Many who are in romantic relationships also admit to checking in on their current or former partners without their knowledge or consent.

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

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Globally, More Than 1 In 4 Adults Surveyed Have Fallen Victim To An Online Dating/Romance Scam

Most Common Online Dating/Romance Scams Consumers Have Fallen For
(Global Total)

27%	Any (NET)
7%	Catfishing scam
7%	Code verification scam
7%	Malware and spyware scam
6%	Financial scam
6%	Fake dating site
5%	Photo scam
5%	Intimate activity scam
4%	Inheritance scam
4%	Cryptocurrency scam
4%	Military romance scam
2%	Other
73%	None
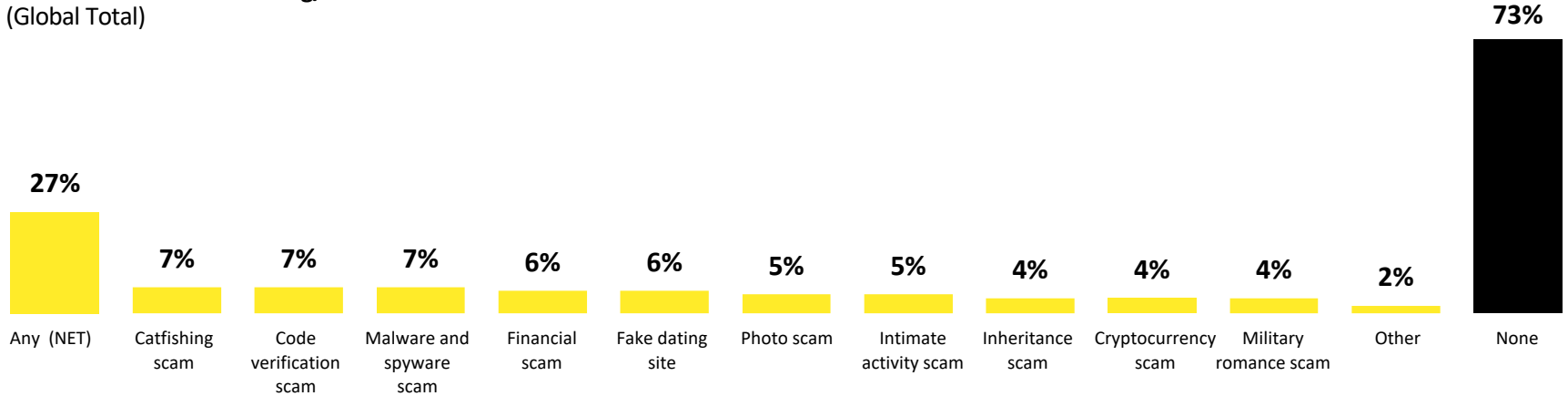
% Who Have Experienced At Least One Online Dating/Romance Scam (By Country)

Country	%
Australia	22%
France	25%
Germany	22%
India	66%
Japan	10%
New Zealand	25%
UK	22%
US	25%
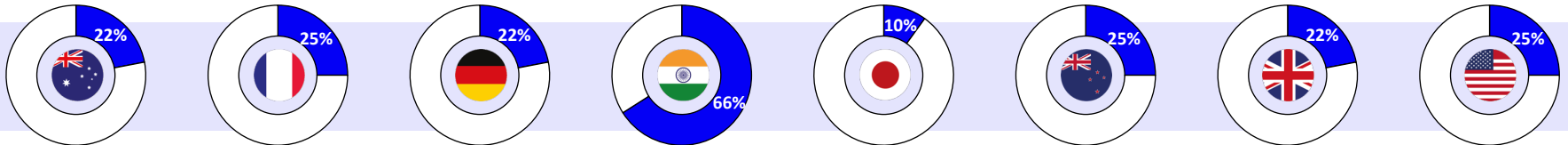
The description/example of each scam that was shown to respondents is provided in the notes section

Online Dating/Romance Scams Have Proven To Be Costly To Its Victims

Average* Financial Impact of Online Dating Scam/Romance Scam
(Global Total) (Among Those Who Experienced an Online Dating/Romance Scam)

Avg Amount lost

Local currency

US **$230**

UK **£86**

France **€139**

Germany **€144**

Japan **¥3042**

India **₹7966**

Australia **$224**

New Zealand **$264**
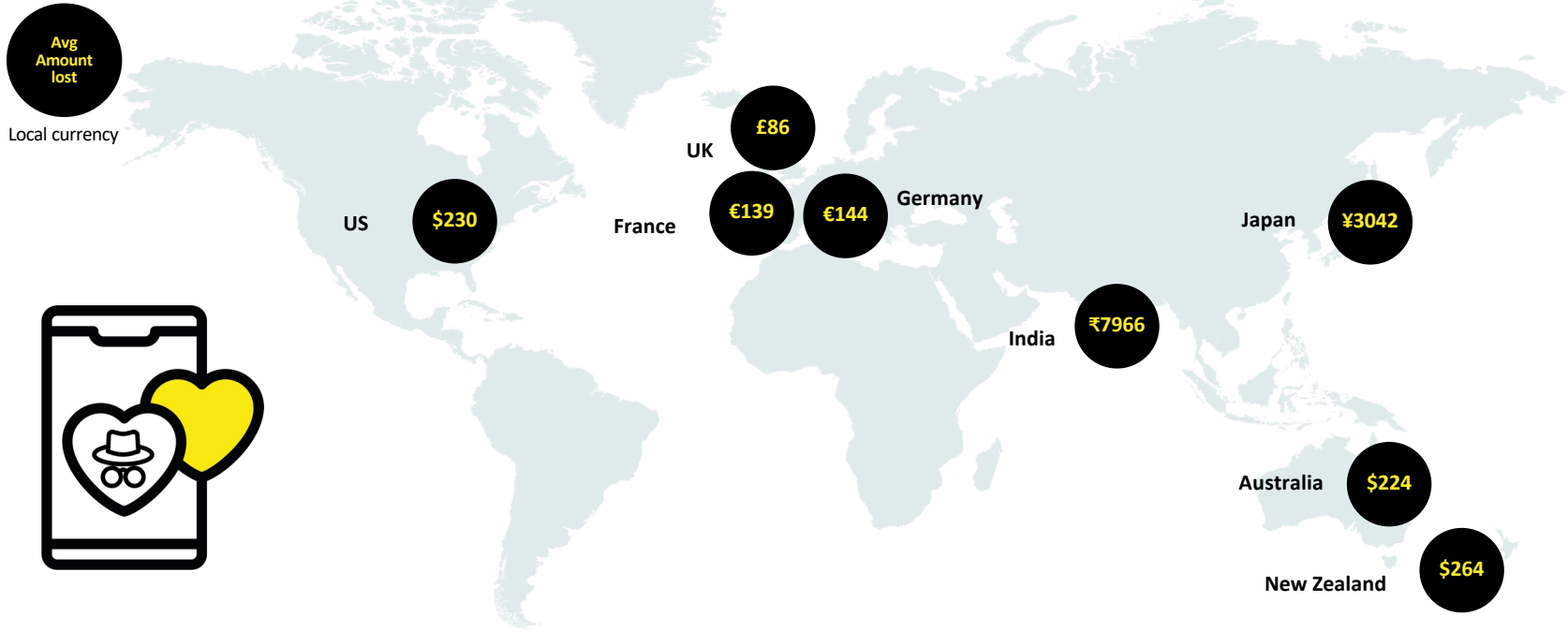
More Than 1 in 3 Adults Who Have Been In Romantic Relationships Admit They Stalked An Ex/Current Partner Online Without Their Knowledge Or Consent

Online Stalking Behaviors Ever Done Without Knowledge or Consent
(Global Total) (Among Those Who Ever Had a Current or Former Partner)

36% Have online stalked an ex or current partner in one of these ways

14% Checked their phone to view text messages, phone calls, direct messages (DMs), emails, or photos

10% Tracked their location via a location sharing app

10% Reviewed their search history on one of their devices

9% Used my knowledge of their passwords to access their device or online accounts

9% Created a fake profile to check on them on social media

8% Tracked their location using a tracking device

7% Created a fake profile on a dating app to see if they have a dating profile

7% Used an app to monitor their text messages, phone calls, direct messages (DMs), emails, or photos

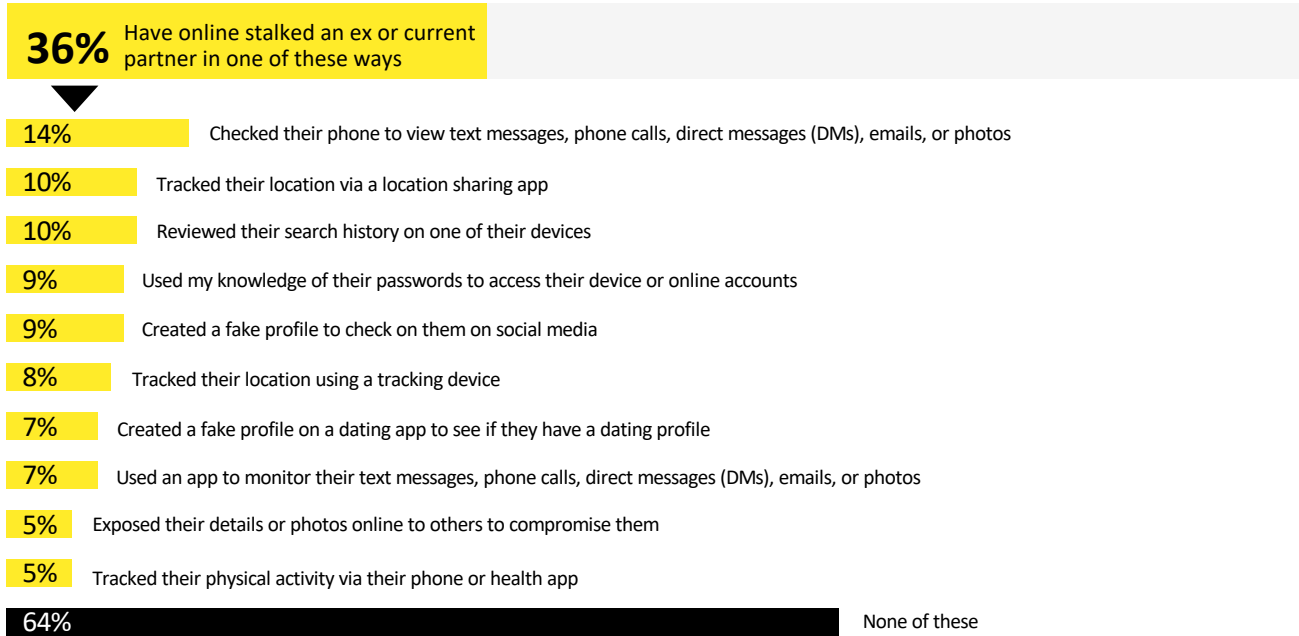**5%** Exposed their details or photos online to others to compromise them

5% Tracked their physical activity via their phone or health app

64% None of these

% Of People Who Stalked Their Partner or Ex-partner Online Without Their Knowledge
(By Country)

🇦🇺	**24%**
🇫🇷	**35%**
🇩🇪	**30%**
🇮🇳	**74%**
🇯🇵	**14%**
🇳🇿	**33%**
🇬🇧	**27%**
🇺🇸	**38%**

For Those Who Have Online Stalked A Romantic Partner, Around A Quarter Said They Did So Because They Were Curious Or Did Not Trust Them

Reasons for Checking in on a Romantic Partner without Their Knowledge or Consent
(Global Total) (Among Those Who Online Stalked a Current or Former Partner)

Reason	Percentage
I was just curious	26%
I didn't trust them	24%
I suspected they were up to no good	22%
I noticed a change in their behavior	20%
I was feeling emotional	20%
I wanted to make sure they were safe, physically and/or mentally	20%
I wanted to know where they were	19%
I wanted to know what they were doing	19%
I found out they were checking in on me, so I decided to do the same	18%
I was jealous	18%
I was angry	18%
I discovered I was removed or blocked from their social media account(s)	18%
I wanted to know who they were with	17%
Other reason	3%
I don't know why	3%

While The Top Reason For Checking In On A Romantic Partner Is Usually Curiosity, Other Common Reasons Vary By Country

Top 3 Reasons for Checking in on a Romantic Partner
(By Country) (Among Those Who Online Stalked a Current or Former Partner)

Australia

I was just curious
37%

Suspected they were up to no good
30%

Didn't trust them
23%

France

I was just curious
26%

Noticed a change in their behavior
20%

Suspected they were up to no good
18%

Germany

I was just curious
29%

I was feeling emotional
28%

I was jealous
22%

India

Found out they were checking on me, so I did the same
26%

Wanted to know where they were
26%

I was removed/blocked from their social media account
25%

Japan*

I was just curious
27%

Wanted to know where they were
22%

Wanted to know what they were doing
20%

New Zealand

Didn't trust them
37%

Suspected they were up to no good
33%

Wanted to make sure they were safe
29%

United Kingdom

I was just curious
27%

Didn't trust them
22%

Suspected they were up to no good
19%

United States

Didn't trust them
28%

Noticed a change in their behavior
28%

I was just curious
27%

Caution: Small base (n<100). Results should be interpreted as directional

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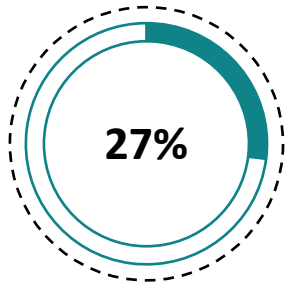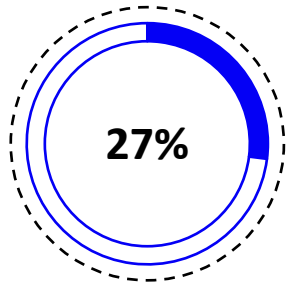
Attitudes Toward Online Stalking Are Split: More Than 1 In 4 Adults Say They Don't Care About Being Stalked Online, While A Similar Proportion Felt Violated Or Victimized
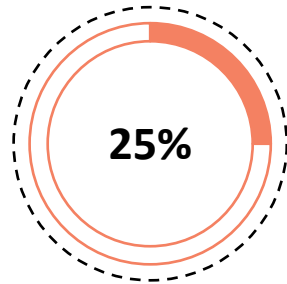
Agreement with Attitudes About Online Stalking
(Global Total)

27%
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

27%
I found out a former partner was online creeping/stalking me online and felt violated/victimized.

25%
Online stalking is okay if it is for their current/former partner's physical or mental wellbeing

24%
Online stalking is okay if one or both partners have cheated or are suspected of cheating

22%
It is harmless to stalk a current/former partner online

21%
I would be more likely to stalk a current/former partner online if I knew I would not get caught

% strongly/somewhat agree

Gen

| 42

Global Acceptance Of Online Stalking Is Low Overall, With Adults In Japan The Least Likely To Condone It

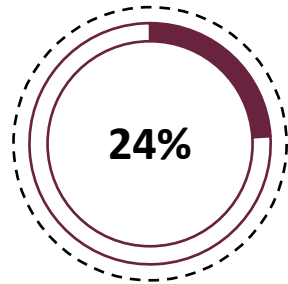**Agreement with Attitudes About Online Stalking** (By Country)

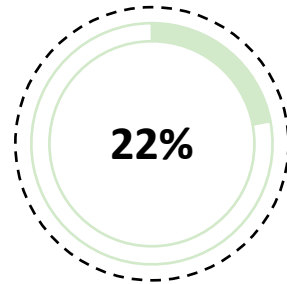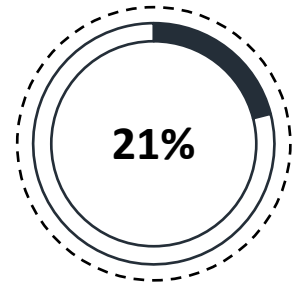|	I don't care if I'm being stalked online by a current/former partner as long as I'm not being stalked in person	I found out a former partner was online creeping/stalking me online and felt violated/victimized.	Online stalking is okay if it is for their current/former partner's physical or mental wellbeing	Online stalking is okay if one or both partners have cheated or are suspected of cheating	It is harmless to stalk a current/former partner online	I would be more likely to stalk a current/former partner online if I knew I would not get caught
Australia	24%	26%	20%	18%	17%	16%
France	24%	21%	30%	27%	19%	20%
Germany	33%	16%	22%	20%	22%	18%
India	48%	45%	50%	51%	48%	45%
Japan	12%	21%	11%	14%	13%	14%
New Zealand	32%	33%	29%	27%	24%	22%
UK	22%	24%	19%	18%	19%	17%
US	23%	28%	18%	17%	16%	16%

% strongly/somewhat agree

Younger Generations More Likely Than Older Counterparts To Be Accepting Of Online Stalking

Agreement with Attitudes About Online Stalking
(Global Total) (By Age)

Legend: Total (black) • Age 18-25 (yellow) • Age 26-42 (blue) • Age 43-57 (dark red) • Age 58+ (orange)

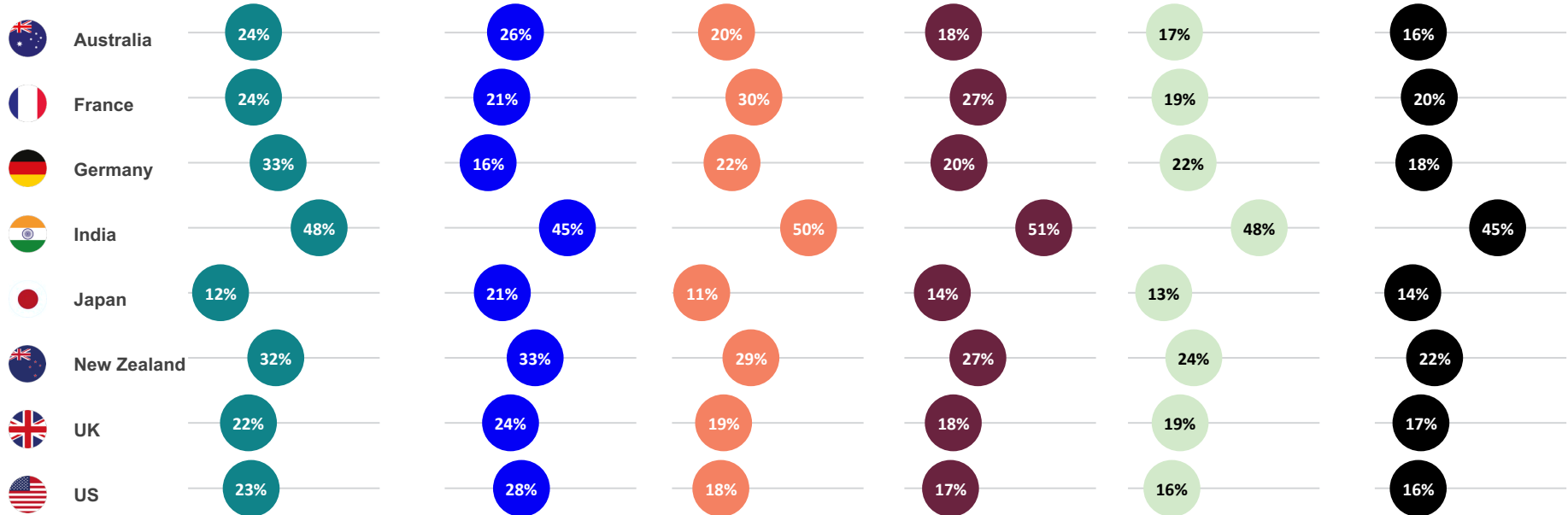| Statement	Age 58+	Age 43-57	Total	Age 26-42	Age 18-25
I don't care if I'm being stalked online by a current/former partner as long as I'm not being stalked in person	15%	26%	27%	36%	42%
I found out a former partner was online creeping/stalking me online and felt violated/victimized.	16%	23%	27%	34%	44%
Online stalking is okay if it is for their current/former partner's physical or mental wellbeing.	11%	23%	25%	34%	42%
Online stalking is okay if one or both partners have cheated or are suspected of cheating.	10%	21%	24%	35%	41%
It is harmless to stalk a current/former partner online	9%	19%	22%	31%	39%
I would be more likely to stalk a current/former partner online if I knew I would not get caught.	8%	18%	21%	30%	37%

Familiarity With "Stalkerware" Or "Creepware" Continues To Be Low Among Adults Globally

Familiarity with "Stalkerware" or "Creepware"
(By Country)

US
- 2022: 53% / 24% / 23%
- 2023: 56% / 27% / 17%

UK
- 2022: 60% / 25% / 15%
- 2023: 65% / 25% / 9%

Germany
- 2022: 52% / 36% / 12%
- 2023: 54% / 33% / 13%

Japan
- 2022: 71% / 21% / 8%
- 2023: 69% / 24% / 7%

France
- 2022: 72% / 21% / 7%
- 2023: 69% / 23% / 8%

India
- 2022: 24% / 33% / 43%
- 2023: 33% / 32% / 35%

Australia
- 2022: 66% / 23% / 11%
- 2023: 64% / 24% / 12%

New Zealand
- 2022: 66% / 25% / 9%
- 2023: 61% / 25% / 14%

GLOBAL TOTAL
- 2022: 55% / 28% / 17%
- 2023: 59% / 27% / 14%

Legend:
- Familiar (very/somewhat)
- Just heard name
- Never heard of it
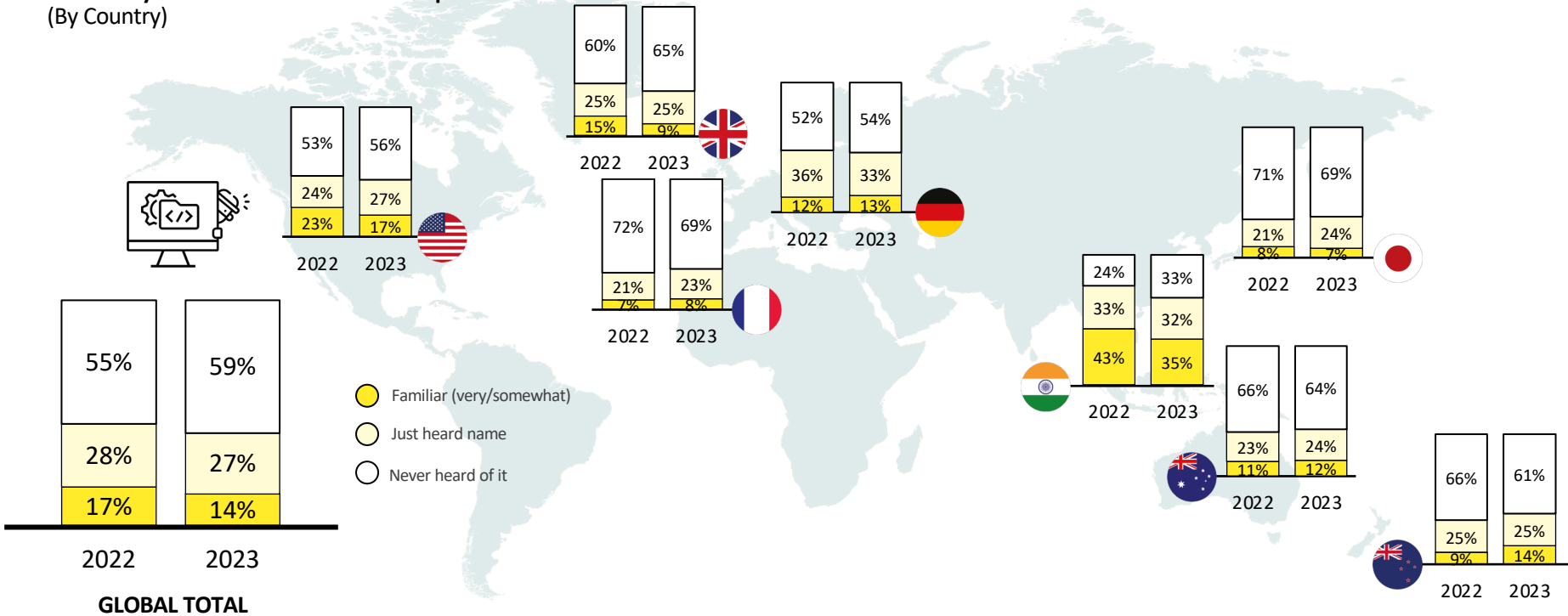
More Than 6 In 10 Online Daters Admit To Looking Up A Potential Partner Online After Matching With Them

Actions Taken After Matching With Someone on a Dating Website/App
(Global Total) (Among Those Who Have Ever Used a Dating Website/App)
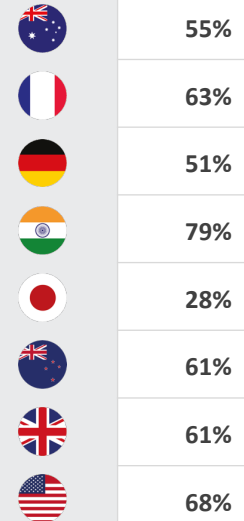
Action	%
Any (NET)	62%
Looked up their social media profile(s)	39%
Typed their name into a search engine	26%
Looked up their profile on a professional networking site	22%
Looked up their friends or family on social media	18%
Paid to run a background check on them	11%
None	38%
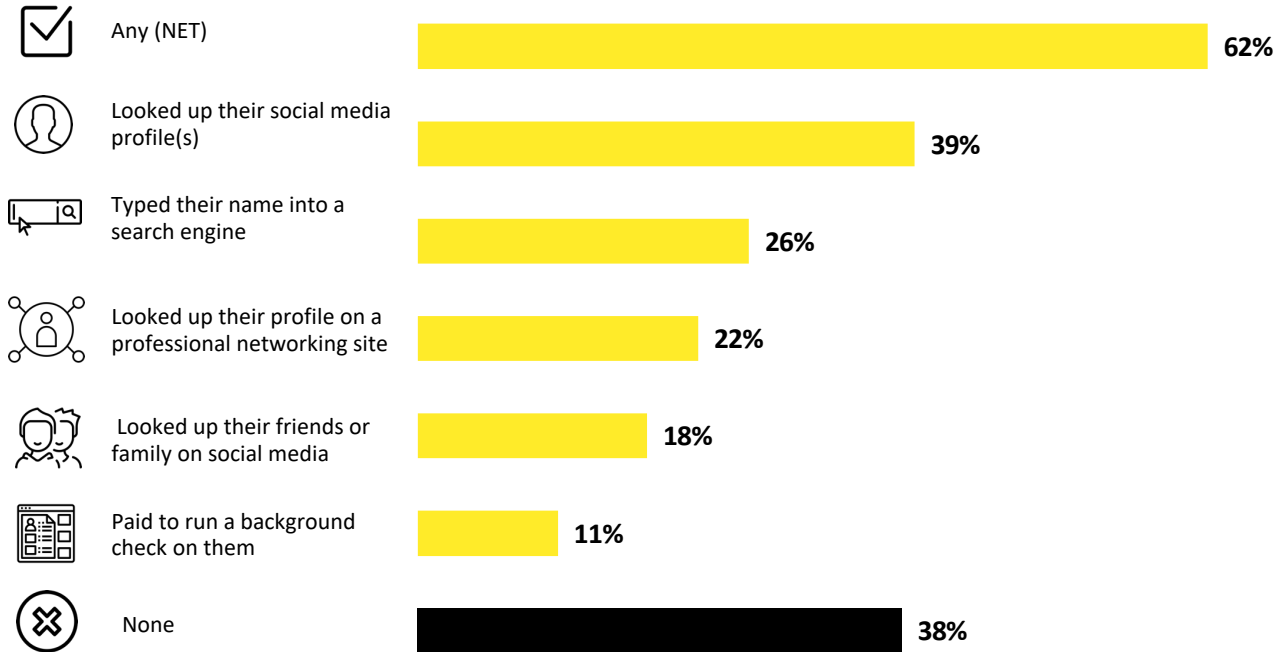
% Of Online Daters Who Have Taken Any Action After Matching With Someone
(By Country)

Country	%
Australia	55%
France	63%
Germany	51%
India	79%
Japan	28%
New Zealand	61%
United Kingdom	61%
United States	68%

Gen

Nearly Half Of Online Daters Admit They Have Unmatched Or Declined A Date With Someone After Learning New Information About Them Online

Reasons for Unmatching or Declining a Date
(Global Total) (Among Those Who Have Ever Used a Dating Website/App)

49% Have unmatched or declined a date after learning new information

18%	Found out they lied about their personal details (e.g., age, height, location, etc.)
17%	Found pictures of them online that did not align with their dating profile pictures
14%	Found pictures of them online that were disturbing
14%	Found social media posts that were disturbing
10%	Found disturbing information about their family
10%	Found their political affiliation
10%	Found their job title
9%	Found out they had a criminal record

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

Country	%
Australia	40%
France	44%
Germany	40%
India	76%
Japan	23%
New Zealand	44%
United Kingdom	44%
United States	47%

Gen

Younger Adults More Likely To Take Preventative Measures And Make Slip-Ups In Regard To Online Creeping

Experiences With Online Creeping
(Global Total)

● Total ● Age 18-25 ● Age 26-42 ● Age 43-57 ● Age 58+

I have used something other than my full name on a dating app or website [EVER USED A DATING WEBSITE/APP ONLY]
9% | 15% | 20% | 24% | 25%

I have accidently liked an old picture or post on the social media profile of a romantic interest
2% | 7% | 11% | 18% | 28%

I have accidently liked an old picture or post of my partner's ex-significant other on their social media profile [EVER HAD A ROMANTIC PARTNER ONLY]
2% | 8% | 11% | 16% | 25%
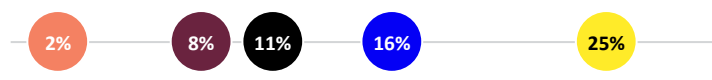
I have shared my location with a friend or family member before meeting up in person with someone I met online
2% | 7% | 10% | 17% | 20%
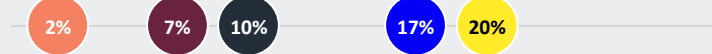
I have unmatched with someone on a dating app or website because I saw tell-tale signs that they could be a scammer
3% | 8% | 9% | 15% | 17%

I have looked at the music account of a romantic interest
1% | 5% | 8% | 11% | 22%

I have accidentally revealed information that I found online about a date to that person
1% | 5% | 9% | 12%

I have used a payment app (examples vary by country) to check on someone else's activity
1% | 3% | 5% | 8% | 14%

% Have Taken Any Preventative Measure (Global & By Country)

GLOBAL	16%
🇦🇺	15%
🇫🇷	12%
🇩🇪	14%
🇮🇳	36%
🇯🇵	3%
🇳🇿	20%
🇬🇧	12%
🇺🇸	19%

48

Demographics

2023 Survey Global Demographics