

# Norton Wi-Fi Risk Report 2017:

Despite the security and privacy risks of using public Wi-Fi, consumers are unable to resist a strong, free internet connection. Whether it's logging into their online bank account, accessing personal emails or watching adult content, people will share - and do - almost anything on public Wi-Fi, potentially placing their personal information at risk.

UK Average

Global Average

## Consumers yearn for quick, free data connections

% who can't wait more than a few minutes before logging onto a Wi-Fi network once they arrive somewhere new

42%



46%

% who have accessed Wi-Fi without the Wi-Fi network owner's permission

19%

25%

% who guessed or hacked the Wi-Fi password to get in

5%

8%

## Even when travelling, access to public Wi-Fi is a must

% who intend to continue using public Wi-Fi, despite the recent abolition of roaming charges in the E.U.

58%



60%

% who say access to a strong Wi-Fi network is a deciding factor when choosing a holiday rental or hotel

55%



71%

## Consumers often demonstrate risky and surprising behaviours on public Wi-Fi

% who have used public Wi-Fi to log into their personal email accounts

64%



59%

% who have used public Wi-Fi to check their bank accounts

29%

25%

% who admit to using public Wi-Fi to watch adult content

8%

16%

% who admit they watched adult content on public Wi-Fi, in the following locations:

- In a café or restaurant
- At work
- In a public toilet

26%

24%

17%



30%

29%

16%

## Yet despite this cavalier attitude, consumers would fear their information being exposed

% who would be embarrassed if their closest secrets were posted online

21%



21%

% who would be horrified if the details of their bank accounts and financial information were posted online

52%



48%

% who would pay to prevent their personal information, such as browsing history, being exposed

33%

38%

## About the Norton Wi-Fi Risk Report:

The Norton Wi-Fi Risk Report is an online survey of 15,532 adults across 15 countries ages 18+ who use Wi-Fi, commissioned by Norton by Symantec and produced by research firm Reputation Leaders through international online panel company Research Now.

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