

## 2021 Norton Cyber Safety Insights Report: Special Release – Online Creeping Methodology

The research was conducted online by The Harris Poll on behalf of NortonLifeLock among 10,030 adults (aged 18+) in 10 countries, of which 8,002 have been in a romantic relationship. The survey was conducted February 15-28, 2021 in Australia (n=1,005), France (n=1,000), Germany (n=1,001), India (n=1,000), Italy (n=1,000), Japan (n=1,020), Netherlands (n=1,000), New Zealand (n=1,004), United Kingdom (n=1,000), and United States (n=1,000, including 808 who have been in a romantic relationship). Data are weighted where necessary by age, gender, race/ethnicity, region, education, marital status, internet usage, household size, and household income 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 postweight was applied to ensure equal weight of each country in the global total. Population projection estimates cited are calculated based on adult population (age 18+) figures from the U.S. Census Bureau's 2021 International Data Base and Pew Research Center 2017 Global Attitudes Survey. No estimates of theoretical sampling error can be calculated.