

Understanding Internet Security Fact Sheet

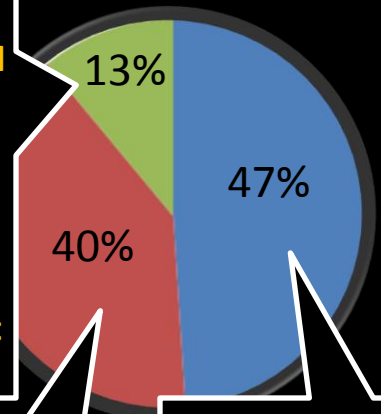
*On the subject of security software, consumers need **ALL** the help they can get...*

60 % of consumers "...don't understand..." or only "...somewhat understand..." the difference between paid and free security products

35% of respondents said they don't know what to look for when purchasing a PC security product

How would you describe your understanding of security software?

I don't understand the different products and how they compare at all.



I understand

I somewhat understand

71% of respondents pass on one million dollars!

When asked if consumers would accept \$1 million in exchange for allowing a stranger access to all the information on their computer:

71% said no!

Cybercrime is a real problem....

65% of people worldwide have been a victim of cybercrime

80% were women and only 61% were men