

METHODOLOGY

NORTON CYBER SAFETY INSIGHTS REPORT – SPECIAL RELEASE: HOLIDAY

The research was conducted online by The Harris Poll on behalf of Norton LifeLock among 8,022 adults (aged 18+) in 8 countries. The survey was conducted August 15 – September 1, 2022 in the United States (n=1,000), the United Kingdom (n=1,005), Australia (n=1,005), New Zealand (n=1,001), India (n=1,001), France (n=1,001), Germany (n=1,004), and Japan (n=1,005).

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 postweight was applied to ensure equal weight of each country in the global total.

Respondents for this survey were selected from among those who have agreed to participate in our surveys. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within + 1.3 percentage points using a 95% confidence level. This credible interval will be wider among subsets of the surveyed population of interest.

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.