

2023 Norton Cyber Safety Insights Report: Special Release – Online Creeping Methodology

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. 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.