

Q1. Ransomware is a type of computer hack that locks users out of their files unless a small ransom is paid in Bitcoin. If your device was hacked in this way, what would you be most likely to do?

	Total	Mexico	Poland	South Africa	South Korea	Sweden	Turkey	Australia	Brazil	Canada	China	France	Germany	Great Britain	India	Italy	Japan	US	Egypt	Hong Kong	Indonesia	Kenya	Pakistan	Nigeria	Tunisia
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	24225	1006	1002	1001	1002	1002	1001	1005	1003	1004	1008	1004	1006	1005	1004	1006	1009	1002	1005	1005	1004	1000	1023	1114	1004
Base: All Respondents (wtd)	24141	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1023	1114	1004
I would have no idea what to do	5880	167	319	224	202	113	120	293	318	295	177	245	196	317	149	174	384	267	265	162	78	231	590	321	274
	24%	17%	32%	22%	20%	11%	12%	29%	32%	29%	18%	24%	20%	32%	15%	17%	38%	27%	26%	16%	8%	23%	58%	29%	27%
		U	BDEFGKLMOPRTUV	FGKOPTU	FGOTU		U	BDEFGKLMOPRTUV	BDEFGKLMOPRTUV	BDEFGKLMOPRTUV	FGU	BEFGKMOPU	FGOU	BDEFGKLMOPRTUV	FU	FGU	BCDEFGHIJKLMNOPRSTUV	BDEFGKMOP	BEFGKMOPU	FGU		BFGKOPTU	BCDEFGHIJKLMNOPRSTUV	BDEFGKMOP	BDEFGKMOP
Contact law enforcement to see if they can help	5268	158	257	137	126	291	201	205	177	226	289	252	390	177	246	417	217	213	171	421	167	111	131	119	168
	22%	16%	26%	14%	13%	29%	20%	21%	18%	23%	29%	25%	39%	18%	25%	42%	22%	21%	17%	42%	17%	11%	13%	11%	17%
			BDEGHINSU	X		BDEGHJNQRSUVWXY	DEVWX	DEVWXY	DEVWX	BDEINSUVWXY	BDEGHJNQRSUVWXY	BDEGHINSU	BCDEFGHIJKLMNOPRSUVWXY	DEVWX	BDEGHINSU	BCDEFGHIJKLMNOPRSUVWXY	DEUVWXY	DEUVWXY	EVX	BCDEFGHIJKLMNOPRSUVWXY	EVWX				EVWX
Retrieve your data from a clean backup	3799	299	127	198	152	210	194	171	126	160	95	174	201	201	176	129	72	164	236	122	268	77	88	123	37
	16%	30%	13%	20%	15%	21%	19%	17%	13%	16%	10%	17%	20%	20%	18%	13%	7%	16%	24%	12%	27%	8%	9%	11%	4%
		CDEFGHIJKLMNOPQRTVWXY	QVWY	CEIKPQTVWXY	KQVWXY	CEIKPQRTVWXY	CEIKPQTVWXY	CIKQTVWXY	QVWY	KQTVWXY	Y	CIKQTVWXY	CEIKPQTVWXY	CEIKPQRTVWXY	CIKQTVWXY	QVWY	Y	IKQTVWXY	CEHIJKLOPQRTVWXY	QVWY	CDEFGHIJKLMNOPQRTVWXY	Y	Y	QVY	
Contact your Internet service provider to see if they can help	3660	197	101	202	156	138	133	172	101	143	225	115	64	169	158	80	148	150	79	87	183	320	166	157	217
	15%	20%	10%	20%	16%	14%	13%	17%	10%	14%	22%	11%	6%	17%	16%	8%	15%	15%	8%	9%	18%	32%	16%	14%	22%
		CGILMPST	M	CEFGIJLMOPQRSTWX	CILMPST	MPST	MPST	CGILMPST	M	CIMPST	CEFGHIJLMNOPQRSTWX	M		CILMPST	CILMPST		CIMPST	CIMPST			CFGILMPSTX	BCDEFGHIJKLMNOPQRSTUWXY	CILMPST	CIMPST	CEFGHIJLMNOPQRSTWX
Conclude that the data is irretrievable and reformat the device	3020	122	100	100	291	136	221	92	120	92	139	112	87	83	113	127	112	96	130	129	108	54	142	118	194
	13%	12%	10%	10%	29%	14%	22%	9%	12%	9%	14%	11%	9%	8%	11%	13%	11%	10%	13%	13%	11%	5%	14%	11%	19%
		V	V	V	BCDFGHIJKLMNOPQRSTUWVXY	DHJMNRV	BCDFHIJKLMNOPQRSTUWVXY	V	NV	V	DHJMNRV	V	V	V	NV	HMNV	V	V	MNV	HJMNRV	V		CDHJMNRVX	V	BCDFHIJKLMNOPQRSTUWVXY
Contract a private IT firm to see if they can help	2070	42	69	118	55	87	106	61	105	74	40	95	39	48	121	51	44	84	94	60	158	93	159	175	92
	9%	4%	7%	12%	5%	9%	11%	6%	10%	7%	4%	9%	4%	5%	12%	5%	4%	8%	9%	6%	16%	9%	16%	16%	9%
			M	BCEHJKMNPQRT		BEKMNPQ	BCEHJKMNPQT		BCEHJKMNPQT	KMNQ		BEHKMNPQT			BCEHJKMNPQRTVY			BEKMNPQ	BEHKMNPQT		BCDEFGHIJKLMNOPQRSTVY	BEHKMNPQT	BCDEFGHIJKLMNOPQRSTVY	BCDEFGHIJKLMNOPQRSTVY	BEHKMNPQT
Pay the ransom	738	15	28	22	18	26	25	6	53	11	34	7	23	4	36	22	22	26	25	18	38	114	41	101	22
	3%	2%	3%	2%	2%	3%	3%	1%	5%	1%	3%	1%	2%	0%	4%	2%	2%	3%	2%	2%	4%	4%	11%	4%	2%
			HJLN	HLN	HN	HLN	HLN		BCDEFGHJLMNOPQRSTY		HJLN		HLN		EHJLNT	HLN	HLN	HJLN	HLN	HN	EHJLNT	BCDEFGHIJKLMNOPQRSTUWY	DEHJLNTY	BCDEFGHIJKLMNOPQRSTUWY	HLN
Sigma	24435	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1317	1114	1004
	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	129%	100%	100%

Q2. Have you personally or anyone you know ever been a victim of ransomware?

	Total	Mexico	Poland	South Africa	South Korea	Sweden	Turkey	Australia	Brazil	Canada	China	France	Germany	Great Britain	India	Italy	Japan	US	Egypt	Hong Kong	Indonesia	Kenya	Pakistan	Nigeria	Tunisia
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	24225	1006	1002	1001	1002	1002	1001	1005	1003	1004	1008	1004	1006	1005	1004	1006	1009	1002	1005	1005	1004	1000	1023	1114	1004
Base: All Respondents (wtd)	24141	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1023	1114	1004
Yes, me personally	1421	27	60	58	66	88	74	42	60	40	98	46	78	25	150	48	12	101	67	55	152	28	6	25	16
	6%	3%	6%	6%	7%	9%	7%	4%	6%	4%	10%	5%	8%	3%	15%	5%	1%	10%	7%	6%	15%	3%	1%	2%	2%
		W	NQVWXY	NQVWXY	BHJNQVWXY	BDHJLNPQTVWXY	BHJLQVWXY	NQWXY	NQVWXY	QWXY	BCDEHJLNPQTVWXY	NQWXY	BHJLNPQVWXY	W	BCDEFGHIJKLMNPQRSTVWXY	NQVWXY		BCDEHJLNPQTVWXY	BNQVWXY	NQVWXY	BCDEFGHIJKLMNPQRSTVWXY	QW		W	W
Yes, someone I know	2719	157	104	138	125	163	111	83	113	86	133	69	116	71	188	161	44	71	142	115	225	85	26	116	77
	11%	16%	10%	14%	12%	16%	11%	8%	11%	9%	13%	7%	12%	7%	19%	16%	4%	7%	14%	11%	22%	9%	3%	10%	8%
		HJLNQRVWY	LNQRW	HJLNQRVWXY	HJLNQRVWY	CEGHJLMNQRTVWXY	LNQRWY	QW	LNQRWY	QW	HJLNQRVWY	W	HLNQRVWY	QW	CDEGHJIKLMNQRTVWXY	CGHJLMNQRTVWXY		QW	HJLNQRVWY	HLNQRVWY	CDEFGHIJKLMNPQRSTVWXY	QW		LNQRWY	QW
No	16379	601	731	687	629	648	695	761	492	747	581	793	683	840	535	653	705	737	614	701	505	734	803	650	854
	68%	60%	73%	69%	63%	65%	70%	76%	49%	75%	58%	79%	68%	84%	53%	65%	70%	74%	61%	70%	51%	73%	78%	58%	85%
		IU	BEFIKOPSUX	BEIKOSUX	IOUX	IKOUX	BEIKOSUX	BDEFGIKMOPQSTUX		BDEFGIKMOPSTUX	IU	BCDEFGIJKMOPQRSTUVX	BEIKOSUX	BCDEFGHIJKLMOPQRSTUVWX		IKOUX	BEIKOSUX	BDEFIKMOPSUX	IOU	BEFIKOSUX		BDEFIKMOPSUX	BCDEFGIKMOPQRSTUVX	IOU	BCDEFGHIJKLMOPQRSTUVWX
I don't know	3781	218	113	122	191	106	125	118	343	129	200	91	126	66	143	148	242	99	190	135	148	155	188	325	58
	16%	22%	11%	12%	19%	11%	12%	12%	34%	13%	20%	9%	13%	7%	14%	15%	24%	10%	19%	13%	15%	16%	18%	29%	6%
		CDFGHJLMNOPRTUY	NY	NY	CDFGHJLMNOPRTUVY	NY	NY	NY	BCDEFGHIJKLMNOPQRSTUVWXY	LNRY	CDFGHJLMNOPRTUY	Y	NY		FLNRY	FLNRY	CDFGHJLMNOPRTUVWY	NY	CDFGHJLMNOPRTY	LNRY	FLNRY	CDFHLNRY	CDFGHJLMNOPRTY	BCDEFGHIJKLMNOPQRSTUVWY	
Sigma	24301	1003	1008	1006	1010	1006	1005	1004	1008	1002	1013	1000	1002	1002	1015	1010	1003	1008	1013	1005	1029	1002	1023	1116	1005
	101%	100%	101%	101%	101%	101%	101%	100%	101%	100%	101%	100%	100%	100%	102%	101%	100%	101%	101%	101%	103%	100%	100%	100%	100%

Q4. Why did you choose not to pay the ransom to have your device unlocked?

	Total	Mexico	Poland	South Africa	South Korea	Sweden	Turkey	Australia	Brazil	Canada	China	France	Germany	Great Britain	India	Italy	Japan	US	Egypt	Hong Kong	Indonesia	Kenya	Pakistan	Nigeria	Tunisia	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Base: Did Not Pay Ransom (unwtd)	898	22	62	36	61	56	52	35	29	30	34	40	71	17	50	39	6	36	49	34	78	19	5	22	15	
Base: Did Not Pay Ransom (wtd)	838	12	51	36	59	53	46	33	22	30	26	34	69	18	49	38	5	33	37	33	92	19	5	22	15	
Paying criminals is not right	375	5	35	24	26	20	19	17	10	15	16	14	43	10	17	13	1	15	7	15	40	5	-	3	5	
	45%	42%	69%	65%	44%	38%	40%	51%	44%	51%	60%	40%	62%	54%	35%	36%	26%	44%	19%	44%	44%	26%	-	14%	33%	
		**	EFGLORTU*	FLO*	*	*	*	*	**	**	**	*	FO*	**	*	**	**	*	**	*	*	**	**	**	**	
My data was all safely backed up on another device	246	3	12	13	17	11	9	9	7	2	1	3	25	2	19	15	1	9	12	8	52	1	1	6	7	
	29%	24%	25%	36%	28%	21%	19%	27%	30%	8%	4%	9%	36%	14%	38%	39%	26%	27%	33%	24%	57%	5%	20%	27%	47%	
		**	*	L*	L*	*	*	*	**	**	**	*	L*	**	L*	**	**	*	**	*	CEFGHLRT*	**	**	**	**	
I was able to unlock the device	230	4	20	6	5	21	6	19	3	10	4	13	26	8	14	6	1	15	13	4	12	6	1	8	9	
	27%	28%	39%	16%	9%	40%	12%	57%	11%	33%	15%	39%	37%	46%	29%	15%	16%	39%	44%	35%	11%	13%	32%	20%	36%	60%
		**	DEGTU*	*	*	DEGTU*	*	DEGTU*	**	**	**	DEGTU*	EGTU*	**	E*	**	**	DEGTU*	**	*	*	**	**	**	**	
The data on my device was not worth the price	193	3	11	7	18	7	12	4	2	6	7	5	10	4	14	7	-	10	8	11	33	3	2	2	7	
	23%	26%	22%	21%	30%	13%	26%	12%	8%	22%	27%	14%	14%	24%	28%	19%	-	30%	22%	34%	36%	16%	40%	9%	47%	
		**	*	*	*	*	*	*	**	**	**	*	*	**	*	**	**	*	**	FHM*	FHLM*	**	**	**	**	
The ransom price was too high	110	1	7	4	9	5	6	1	3	3	7	2	3	3	10	1	-	3	3	4	18	4	-	4	7	
	13%	11%	14%	11%	16%	9%	13%	2%	12%	11%	27%	6%	5%	16%	20%	2%	-	10%	9%	13%	20%	21%	-	18%	47%	
		**	*	*	*	*	*	*	**	**	**	*	*	**	HM*	**	**	*	**	*	*	**	**	**	**	
A private company was able to unlock the device for me	96	1	2	3	4	1	13	5	-	6	3	7	3	1	10	1	-	3	2	3	16	-	1	6	3	
	11%	11%	5%	9%	6%	3%	29%	15%	-	21%	11%	19%	4%	5%	21%	3%	-	9%	6%	8%	18%	-	20%	27%	20%	
		**	*	*	*	*	CEFM*	*	**	**	**	CFM*	*	**	CEFM*	**	**	*	**	*	*	**	**	**	**	
Figuring out how to pay the ransom was too complicated	75	2	*	-	8	5	2	-	3	4	3	3	3	2	8	3	-	2	6	4	6	-	-	3	8	
	9%	17%	1%	-	13%	9%	5%	-	14%	14%	12%	8%	4%	11%	17%	8%	-	5%	17%	11%	7%	-	-	14%	53%	
		**	*	*	CDH*	*	*	*	**	**	**	*	*	**	CDHM*	**	**	*	**	*	*	**	**	**	**	
Law enforcement was able to unlock the device for me	67	*	2	1	3	2	2	3	3	2	3	2	7	2	9	3	-	3	3	1	5	-	-	5	6	
	8%	3%	4%	3%	5%	3%	5%	8%	13%	7%	11%	5%	10%	11%	19%	7%	-	8%	9%	3%	5%	-	-	23%	40%	
		**	*	*	*	*	*	*	**	**	**	*	*	**	CDEFT*	**	**	*	**	*	*	**	**	**	**	
Other	62	-	3	5	8	1	-	3	1	1	6	2	10	2	3	3	2	2	2	2	1	4	-	1	-	
	7%	-	5%	15%	14%	3%	-	8%	4%	3%	24%	6%	15%	8%	5%	9%	31%	5%	6%	5%	1%	21%	-	5%	-	
		**	*	GU*	GU*	*	*	*	**	**	**	*	GU*	**	*	**	**	*	**	*	*	**	**	**	**	
Sigma	1453	20	93	63	98	74	69	59	31	50	50	50	130	34	104	52	5	61	58	51	184	23	5	38	52	
	173%	163%	184%	175%	166%	139%	149%	181%	138%	169%	191%	146%	187%	189%	213%	139%	100%	182%	156%	152%	201%	121%	100%	173%	347%	

