

**U.S. Mobile
Consumers and Online
Security: *Who's
concerned and who's
not?***

Market Study
Second Quarter 2017





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iGR

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Abstract

U.S. mobile consumers use their smartphones, tablets, laptops, and desktops for a wide range of online activities, including communication, social networking, video watching, online shopping and online banking.

What are their perceptions regarding their online security when performing these activities? This market study answers that question using results from *iGR's* March 2017 survey of over 1,000 U.S. mobile consumers.

The market study measures consumers' overall concern about online security, identifies on which networks consumers feel most secure, and compares perceptions of security for online banking and online shopping. In addition, it analyzes responses and identifies trends according to multiple demographic and mobile service variables.

Key questions addressed:

- How do U.S. mobile consumers describe their overall concern with online security?
- How often do U.S. mobile consumers change their password on their mobile applications?
- How do U.S. mobile consumers' perception of security differ between networks, such as public, home, school, and work Wi-Fi, home and work wired Internet, and LTE?
- For online banking and online shopping, which networks do consumers use without a security concern?
- How do perceptions of security vary according to mobile service variables, such as mobile service provider, devices used, and date of last purchase of a mobile device?
- How do perceptions of security vary according to demographic variables, such as age, employment status, and education?

Who should read this report?

- Mobile operators
- Cable MSOs and other fixed broadband providers
- Device OEMs
- Content providers and distributors

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- Financial analysts and investors.

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