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New *iGR* study analyzes U.S. mobile consumers' perceptions of online security

Study measures perceptions of the relative security of LTE and Wi-Fi networks

AUSTIN, Texas, June 6th, 2017 – 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?

iGR, a market research consultancy focused on the wireless and mobile industry, has released a new market study that answers that question using results from an online survey of over 1,000 U.S. mobile consumers. In addition to gauging overall perceptions of security, it compares impressions of security for online banking and online shopping. The study also analyzes how mobile consumers' attitudes about security differ between networks, such as LTE, public Wi-Fi, home Wi-Fi, work Wi-Fi, and wired Ethernet.

"Mobile consumers, in general, are careful and concerned about their online security," said Iain Gillott, president and founder of *iGR*. "However, through our research, we found differences in their views according to several demographic variables, especially age, as well as the type of network they are using."

iGR's new market study, [U.S. Mobile Consumers and Online Security: Who's concerned and who's not?](#) measures mobile 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. The data in the study is based on a web-based survey of more than 1,000 U.S. mobile consumers that *iGR* fielded in March 2017.

The following key questions are addressed in the new market study:

- 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?

The information in this market study will be valuable for:

- Mobile operators
- Cable MSOs and other fixed broadband providers
- Device OEMs
- Content providers and distributors
- Financial analysts and investors.

The new report can be [purchased](#) and downloaded directly from *iGR's* website at www.igr-inc.com.

About *iGR*

iGR is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iGillottResearch*, *iGR* is now in its seventeenth year of operation. *iGR* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

iGR researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile wearable devices; connected cars; mobile applications; bandwidth demand and use; small cell and het-net architectures; mobile EPC and RAN virtualization; DAS; LTE; VoLTE; IMS; NFC; GSM/GPRS/UMTS/HSPA; CDMA 1x/EV-DO; iDEN; SIP; macro-, pico- and femtocells; mobile backhaul; WiFi and WiFi offload; and SIM and UICC.

A more complete profile of the company can be found at www.igr-inc.com.