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# A Study about Mobile Device Users

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Prepared For:

Cloudmark

Prepared By:

**Harris Interactive**  
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## ***INTRODUCTION AND METHODOLOGY***

Harris Interactive® fielded the Mobile Device User study on behalf of Cloudmark. All data collection was done from May 27 to May 29, 2009 via the QuickQuery<sup>SM</sup> online omnibus service, among 2,028 adults ages 18+, of whom 1,812 own a mobile device.

Results were weighted as needed to reflect the composition of the U.S. adult population using targets for region, age within gender, education, household income, and race/ethnicity. Propensity score weighting was also used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among the Harris Poll Online (HPOL) database, which includes several million people who have agreed to participate in Harris Interactive surveys. Because the sample is based on those who agreed to be invited to participate in the Harris Interactive online research panel, no estimates of theoretical sampling error can be calculated.

## **HOW TO READ THE DATA TABLES**

The following pages present the detailed tabulations of survey results. The data are percentaged vertically and, therefore, should be read from top to bottom. The total number of interviews - both weighted and unweighted - appears at the top of each column. Percentages are calculated on the weighted bases. Percentages may not add to 100% due to weighting factors or multiple responses. Where an asterisk (\*) appears, it signifies any value of less than one-half percent.

### **Definition of Classification Terms**

The following definitions are provided for some of the standard demographics by which the results are tabulated. Other demographics are self-explanatory.

#### **Income**

The income groupings refer to the total household income for 2008 before taxes.

#### **Age/Presence Children**

Has Child Hhold	Have children under 18 years of age living in household
<6	Have children under 6 years of age living in household
6-12	Have children 6 to 12 years of age living in household
13-17	Have children 13 to 17 years of age living in household
No Child Hhold	No children under 18 years of age living in household

#### **Geographic Region**

The United States are contained in four geographic regions as follows:

Northeast: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, West Virginia

Midwest: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin

South: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia

West: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming

## Significance Testing

When results from sub-groups of a sample appear in the detailed tabulations, an indicator of statistically significant differences is added to the tables run on our standard demographic banners. The test is performed on percentages as well as mean values. Each sub-sample is assigned a letter. When the percentage of one sub-sample is significantly different from the percentage of another sub-sample, the letter representing one of the two samples appears next to the percentage (or mean) of the other sample.

For instance the percentage of males answering yes to a particular question may be compared to the percentage of females answering yes to the same question. In the example below, the male sample is assigned the letter B, and the female sample is assigned the letter C. Here, respondents were asked whether a certain business practice is acceptable. Sixty-seven percent of women said that it was -- a proportion significantly greater than the 59% of males who believe that the practice is acceptable. To indicate that women are significantly more likely to find the practice acceptable than are men, the letter B -- the letter assigned to the male sub-sample -- appears next to the "67%" in the female column. Similarly, the 37% of men that find the practice unacceptable is significantly greater than the 29% of women who do so and, therefore, the letter C -- the letter assigned to the female sub-sample -- appears next to the "37%" in the male column.

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	Total	Sex	
		Male	Fe- male
	<b>(A)</b>	<b>(B)</b>	<b>(C)</b>
Unweighted Total	977	488	489
Weighted Total	967	464	503
Acceptable	611 63%	274 59%	337 67%B
Not Acceptable	319 33%	171 37%C	148 29%
Don't Know	37 4%	18 4%	19 4%

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Significance testing is done to the 95% confidence level. The columns compared are listed at the bottom of each table.

## Posted Topline Data

<b>Question:</b>	<u>Total</u> %		
<b>Which of the following types of spam, if any, have you ever received on your mobile device (e.g., cell phone, PDA, Smartphone)? *</b>	<b>Base: Adults 18+ (n= 2,028)</b>	<b>Base: Adults who own a mobile device (n=1,812)</b>	<b>Base: Adults who receive spam on mobile device (n= 793)</b>
Adults Who Own A Mobile Device (Net)	91	100	100
Adults Who Receive Spam On Mobile Device (Sub-Net)	40	44	100
Messages from a known or unknown vender asking me to call another number	18	20	45
Messages from a known or unknown vender containing a link to another website	17	18	42
Messages from a known or unknown vender encouraging me to disclose personal information	12	13	29
Messages from a known or unknown source with inappropriate content	10	12	26
Messages from a person or entity posing as a trusted contact/source	10	11	24
Other	10	11	25
None	51	56	N/A
N/A – I do not own a mobile device (e.g., cell phone, PDA, Smartphone)	9	N/A	N/A

\* Multiple responses were allowed.

<b>Question:</b>	<u>Total</u> %
<b>You mentioned that you have received spam on your mobile device. What if anything, have you done when you received spam? *</b>	<b>Base: Adults who receive spam on mobile device (n= 793)</b>
Have Done Something When Received Spam (Net)	100
Ignored/Deleted It (Sub-Net)	95
Deleted it	80
Ignored it	50
Called a mobile service provider to complain	11
Reported to some legal or governing body	7
Completed a call to action (e.g., performed the action requested in the spam message such as clicking on a link, calling another number, etc.)	3
Other	6
None	*

\* Multiple responses were allowed.

<b>Question:</b>	<u>Total</u> %
<b>Which of the following, if any, do you currently do on your mobile device (e.g., cell phone, PDA, Smartphone)? *</b>	<b>Base: Adults who own a mobile device (n= 1,812)</b>
Do Something On Mobile Device (Net)	38
Send/Receive emails	21
Browse the Internet	18
Visit social networking websites (e.g., Facebook, LinkedIn)	10
Conduct banking activities (e.g., transfer funds from one account to the other, check account balances)	8
Download productivity applications (e.g., to file insurance claims, program DVRs, download TV feeds, instant message)	6
Pay bills	6
Shop (e.g., purchase goods and services)	4
Other	13
None	62

*\* Multiple responses were allowed.*

<b>Question:</b>	<u>Total</u> %
<b>How concerned are you about the security of your mobile device? By “security of your mobile device” we mean the threat of unauthorized access to activity conducted on your mobile phone?</b>	<b>Base: Adults who own a mobile device (n= 1,812)</b>
Adults Who Are At Least Somewhat Concerned About Security Of Mobile Device (Net)	65
Very Concerned/Concerned (Sub-Net)	25
Very concerned	10
Concerned	15
Somewhat concerned	40
Not at all concerned	35

<b>Question:</b>	<u>Total</u> %	
<b>You mentioned you are concerned about the security of your mobile device. Has this concern ever prevented you from doing any of the following on your mobile device? *</b>	<b>Base: Adults who are at least somewhat concerned about the security of their mobile device (n= 1,157)</b>	<b>Base: Adults who indicated concern prevented from doing something (n= 488)</b>
Concern Prevented From Doing Something (Net)	46	100
Pay bills	33	73
Conduct banking activities (e.g., transfer funds from one account to the other, check account balances)	33	71
Shop (e.g., purchase goods and services)	25	56
Download productivity applications (e.g., to file insurance claims, program DVRs, download TV feeds, instant message)	17	36
Browse the Internet	14	31
Visit social networking websites (e.g., Facebook, LinkedIn)	13	28
Send/Receive emails	12	26
Other	2	5
None	54	N/A

*\* Multiple responses were allowed.*

<b>Question:</b>	<u>Total %</u>		
<b>Which of the following, if any, best describes how cautious you are when viewing a message or application from an unknown/ unrecognized source on your mobile device vs. viewing a message or application on a computer from an unknown/ unrecognized source?</b>	<b>Base: Adults who own a mobile device (n= 1,812)</b>	<b>Base: Adults who view messages or applications on mobile device and/or computer (n= 1,328)</b>	<b>Base: Adults who are cautious when viewing a message or application from an unknown source on either a mobile device or a computer (n= 1,284)</b>
View Messages Or Applications On Mobile Device And/Or Computer (Net)	75	100	100
Adults Who Are Cautious When Viewing A Message Or Application From An Unknown Source On Either A Mobile Device Or A Computer (Sub-Net)	72	97	100
Much/Somewhat More Cautious When Viewing Message Or Application From An Unknown Source On A Mobile Device (Sub-Sub-Net)	20	27	28
I am much more cautious when viewing a message or application from an unknown source on a mobile device vs. a computer.	14	18	19
I am somewhat more cautious when viewing a message or application from an unknown source on a mobile device vs. a computer.	6	9	9
I am just as cautious when viewing a message or application from an unknown source on a mobile device as on a computer.	33	45	46
Much/Somewhat More Cautious When Viewing Message Or Application From An Unknown Source On A Computer (Sub-Sub-Net)	19	26	27
I am somewhat more cautious when viewing a message or application from an unknown source on a computer vs. on a mobile device.	4	6	6
I am much more cautious when viewing a message or application from an unknown source on a computer vs. on a mobile device.	15	20	20
I am not cautious when viewing a message or application from an unknown source on either a mobile device or on a computer.	2	3	N/A
N/A – I do not view messages or applications on my mobile device and/or computer	25	N/A	N/A

<b>Question:</b>	<u>Total</u> %	
<b>Which of the following types of confidential information, if any, have you ever sent/received through your mobile device? *</b>	<b>Base: Adults who own a mobile device (n= 1,812)</b>	<b>Base: Adults who have ever sent/received confidential information through mobile device (n= 331)</b>
Have Ever Sent/Received Confidential Information Through Mobile Device (Net)	21	100
Password(s)	10	47
Credit card number(s)	7	34
Bank account(s) (e.g., checking balances or entering routing number for electronic funds transfer)	7	32
PIN number(s) (e.g., to my checking/savings account)	6	28
Personal account(s) (e.g., email, utilities, insurance, medical)	5	24
Social Security number	4	20
Other	1	7
None	79	N/A

*\* Multiple responses were allowed.*