

Scariest Technology Disasters Survey

October 2013

MODIS

SURVEY BACKGROUND

Background

- Modis polled 1,005 Americans to understand what technology disasters “scared” them the most and which information or content they were most afraid to have shared with the public.

Methodology

- This report presents the findings of a telephone survey conducted among two national probability samples, which, when combined, consists of 1,005 adults, 504 men and 501 women 18 years of age and older, living in the continental United States. Interviews for this CARAVAN® Survey were conducted from October 10-13, 2013 -- 655 interviews were from the landline sample and 350 interviews from the cell phone sample. The margin of error for this study is +/- 3.1%.



KEY FINDINGS

- **Email hacking is Americans' greatest technology-related fear.**
 - When asked which technology-related situation they find scariest, Americans cited having their personal or work email account hacked (22 percent) or losing all of the files or data on their computer (19 percent).
 - They are also afraid of losing or forgetting passwords to important online accounts (15 percent), permanently losing all contacts in their mobile phone (15 percent), losing personal Internet access for a month (8 percent), spilling coffee or liquid on their keyboard (6 percent), and sending a text or email to the wrong person (4 percent).
- **Americans are most fearful of online banking information being publicized or leaked.**
 - More than half of Americans (58 percent) would be most afraid of their online banking information being publicized without their consent, compared to their photos/videos (7 percent), social media passwords (7 percent), text messages (5 percent), personal emails (5 percent), search or browser history (3 percent), and apps (1 percent).

KEY FINDINGS

- **Younger Americans are more likely to be concerned about photo and video leaks.**
- In fact, 13 percent of those 18-34 are most afraid of having their photos or videos publicized without their consent, compared to 11 percent of 35-44 year olds, 3 percent of those ages 45-54, less than 1 percent of 55-64 year olds, and 2 percent of those over the age of 65.
- **Americans are willing to pay up to protect their mobile phones and associated content.**
 - Nearly half (47 percent) of Americans are willing to pay to safely recover their personal mobile phone and all its digital content if it were lost and left accessible to others, with the average amount they are willing to pay being \$128.
 - One-quarter (25 percent) of those respondents are willing to spend more than \$50 to recover their personal mobile phone and all of its digital content.
 - The willingness to pay more than \$50 actually decreases as people age. Four in 10 (40 percent) Americans ages 18-34 are willing to pay more than \$50, while just 24 percent of those 35-44, 22 percent of those 45-54, 16 percent of those 55-64, and 11 percent of those 65 and older would say the same.

MAIN FINDINGS

AMERICANS ARE MOST AFRAID TO LOSE EMAIL
AND PERSONAL COMPUTER FILES

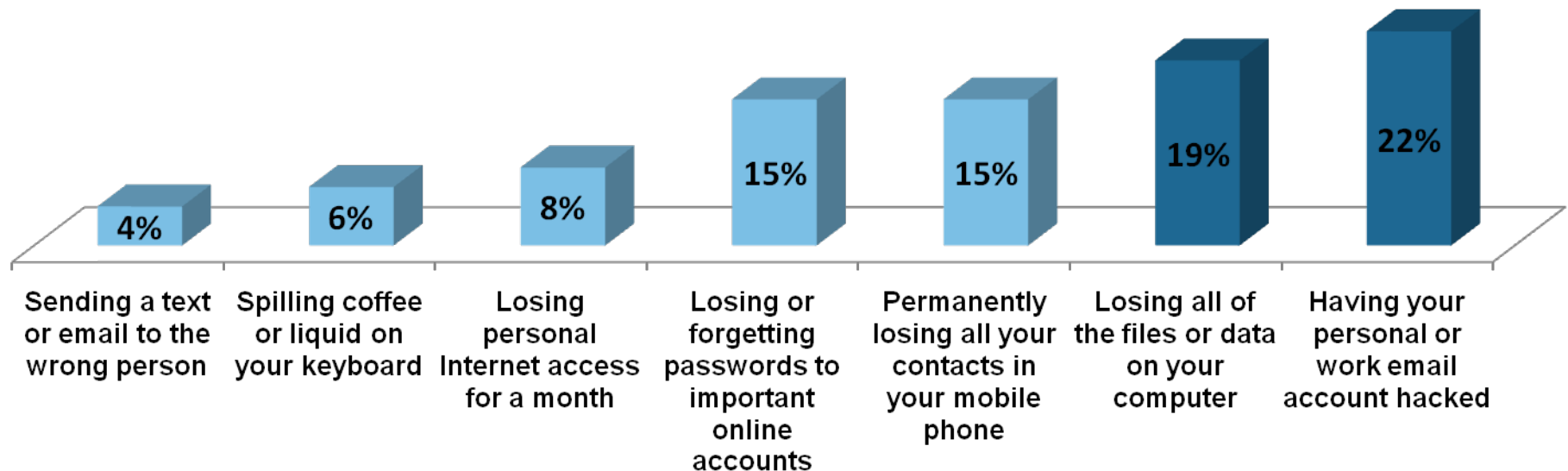


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EMAIL HACKING IS AMERICANS' GREATEST TECHNOLOGY-RELATED FEAR.

When asked what technology-related situation they find scariest, Americans are most afraid of having their personal or work email account hacked (**22 percent**) or losing all of the files or data on their computer (**19 percent**).

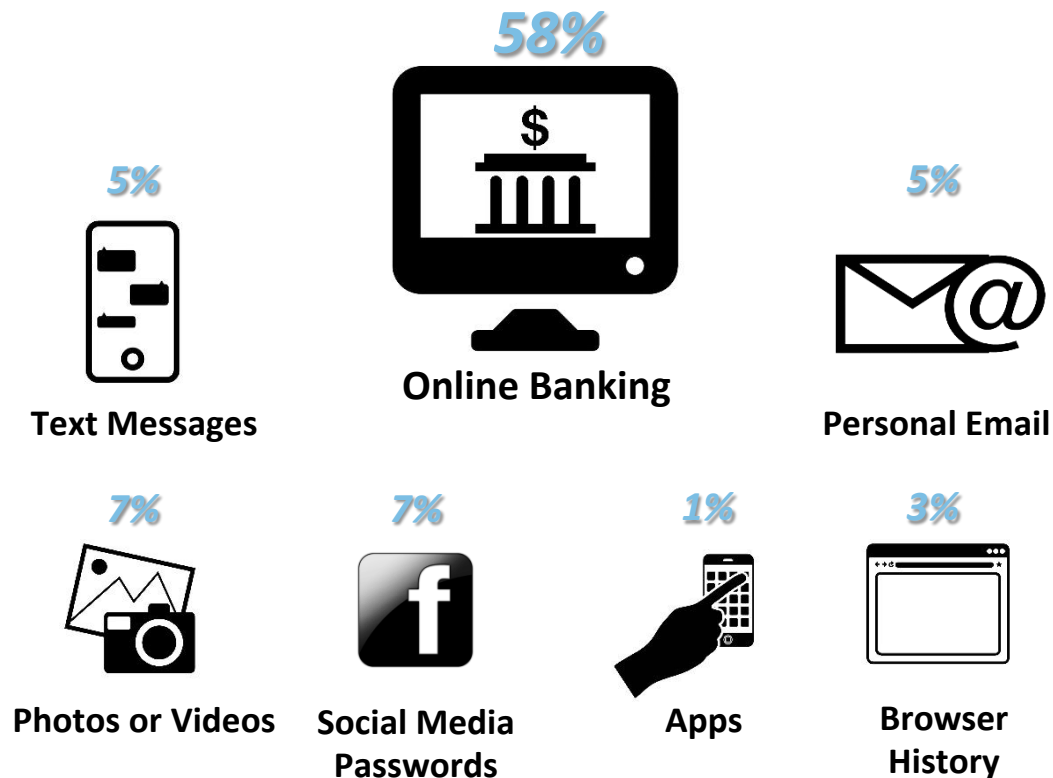
Which of the following technology related situations do you find scariest?



Q1) Which of the following technology related situations do you find scariest? (N=1005)

AMERICANS ARE MOST FEARFUL OF ONLINE BANKING INFORMATION BEING PUBLICIZED OR LEAKED.

Nearly six in 10 Americans would be most afraid of having their online banking information publicized without their consent.



Interesting Finding
 Younger Americans are more likely to be concerned about photo and video leaks.

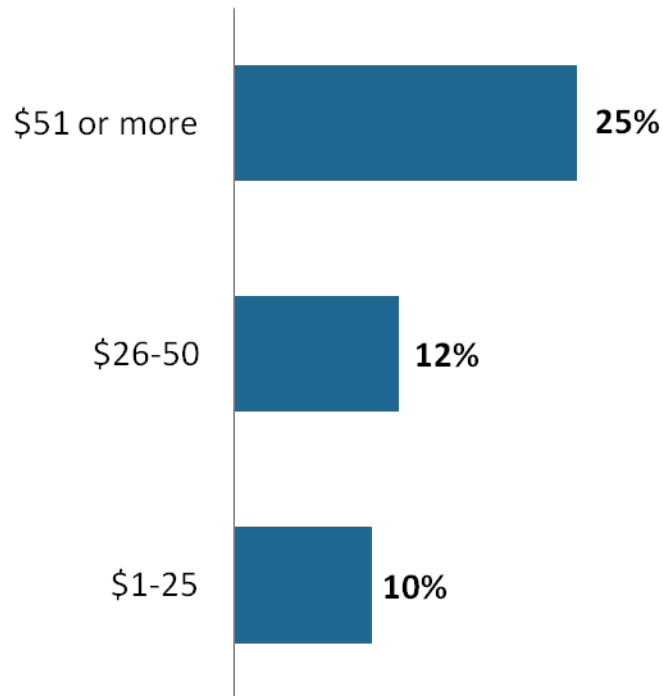
In fact, **13 percent** of those **18-34** are most afraid of having their photos or videos publicized without their consent, compared with those between the ages of:

11%	3%
35-44	45-54
0%	2%
55-64	65 or older

Q2) Which of the following items of personal information would you be most afraid of having publicized without your consent? (N=1005)

AMERICANS ARE WILLING TO PAY UP TO PROTECT THEIR MOBILE PHONES AND ASSOCIATED CONTENT

One-quarter (**25 percent**) of Americans are willing to spend more than \$50 to recover their personal mobile phone and all of its digital content.



Americans who are willing to pay to recover their mobile phone and the digital contents within, would spend an average of **\$128**.



Interesting Finding

The willingness to pay more than \$50 actually decreases as people age.

18-34	\$\$\$\$\$\$\$\$	40%
35-44	\$\$\$\$\$\$\$\$	24%
45-54	\$\$\$\$\$\$\$\$	22%
55-64	\$\$\$\$\$\$\$\$	16%
65+	\$\$\$\$\$\$\$\$	11%

Q3) How much would you pay to safely recover your personal mobile phone and all of its digital content if it were lost and left accessible to others?(N=1005)

Scariest Tech Disasters

Survey

October 24, 2013

