



How Much Is the Data on Your Mobile Device Worth?

Sponsored by Lookout

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Ponemon Institute, January 2016

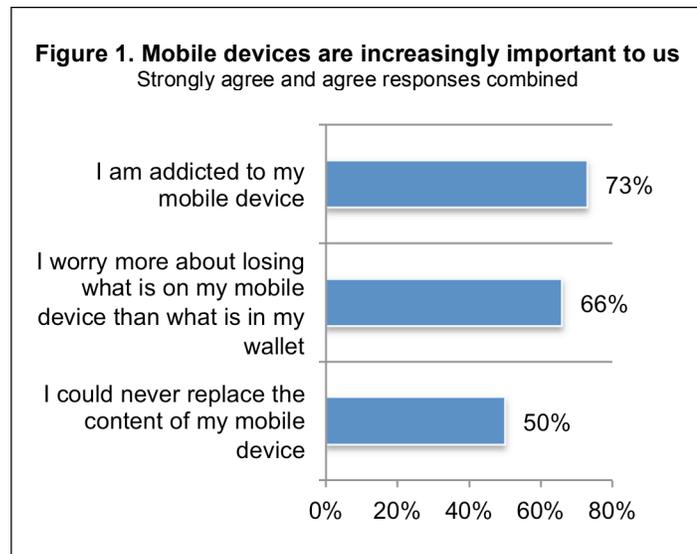
Part 1. Introduction

The purpose of this research, sponsored by Lookout, is to understand the value of the data we access and store on our mobile devices and if we are doing enough to protect that data. As revealed in the research, the average value of the data contained on a mobile device is considered by participants in this research to be \$14,000. The two most valuable types of content are photos of family and friends and personal and business contact lists.

We surveyed 720 individuals located throughout the United States who self-reported they use smartphones and tablets for personal and/or business use. The research findings reveal the amount of sensitive and confidential information on mobile devices is increasing significantly. However, both personal and enterprise security practices are not keeping pace with the risks posed by inadequate protection of data on our devices.

Security issues will not slow down the use of mobile devices and their access to and storage of sensitive data. In part, that is because mobile devices are an addiction the majority of respondents admit to having, as shown in Figure 1.

Spending an average of seven hours a day on their mobile devices, 73 percent of respondents say they are addicted to their mobile devices and 66 percent of respondents say they worry more about losing what is on their mobile device than what is in their wallet. However, as important as their mobile device and its content is, security is not considered a critical feature when making purchasing decisions.



Following are key takeaways in this research

People are addicted to their mobile devices and doing much more than texting on them. As discussed above, 73 percent of respondents report that they are addicted to their mobile device. Indeed, they spend on average seven hours per day glued to these small screens. They send personal texts and email (88 percent), listen to music (76 percent), manage calendars (73 percent), and access social media sites (66 percent). But they also access corporate email and documents (59 percent), participate in video conferencing (50 percent), make electronic purchases (49 percent), and verify their identity when logging into email and other accounts (41 percent). It's no surprise then that 50 percent claim that the contents of their mobile device -- their mobile data -- is irreplaceable, as shown in Figure 1.

This means they are storing and accessing a large amount of data on their mobile devices. Seventy-five percent of respondents say they store a moderate amount of personal data (35 percent of respondents) or a significant amount of personal data (40 percent of respondents) on their mobile devices. Only 15 percent of respondents say it is a small amount of personal data. Sixty-three percent agree that the amount of sensitive/confidential data on devices has increased significantly in the past two years.

All this activity makes the data on or accessed by mobile devices extremely valuable.

Forty-nine percent of respondents say their mobile device is worth the combined value of the cost of replacement and the data contained or accessed by it. Twenty-eight percent say they value their mobile device based on the data contained or accessed by it alone. When asked what the data on their mobile device is worth, respondents said on average it was \$14,000.

Those that take steps to protect the data on their devices assign a higher value to that data.

The respondents who reported they took steps to secure the data on their mobile devices unsurprisingly assign a higher than average value to that data: \$16,268. There's also a difference in genders. Fifty-five percent of female respondents, as compared to 43 percent of male respondents report that they take steps to protect the data on their device. And women value their mobile data at \$15,021 compared to men at \$12,865.

The security of mobile devices is a significant concern. Fifty-nine percent of respondents worry about their mobile device being hacked or infected by malware. Two-thirds worry more about losing their mobile device than their wallet. Indeed, 19 percent of respondents say they have lost their mobile device and 81 percent of these respondents say they rate the experience as being very disruptive.

But respondents do not take steps to protect the data they value so highly. Fifty-one percent do not take any steps to protect their mobile data and 57 percent say security features are not important (23 percent) or not a consideration (34 percent) when purchasing a mobile device.

BYOD is here to stay. Only 20 percent of respondents describe their use of smartphones or tablets as exclusively for personal use. Eighty percent say they use these devices for mostly personal but some business use (36 percent of respondents), mostly business but some personal use (17 percent of respondents) and both business and personal use equally (27 percent of respondents).

Security of work-related data on mobile devices is a concern for most but not all respondents. While 55 percent of respondents agree they are concerned about the work-related data they access and store on their mobile devices, 45 percent do not worry about the security of such data.

Passwords are shared across personal and work accounts accessed by mobile devices.

According to 68 percent of respondents, they frequently (11 percent), sometimes (31 percent) or rarely (26 percent) share passwords across personal and work accounts they access with their mobile device. Only 32 percent of respondents say they never share passwords.

Part 2. Key findings

The key findings in this report are discussed in this section. The complete audited findings are presented in the appendix of this report. We have organized the report according to the following topics.

- Both personal and workplace data increases on mobile devices
- The value of data on our mobile devices
- The increased risk to mobile devices

Both personal and workplace data increases on mobile devices

People are addicted to their mobile devices and doing much more than texting on them. As discussed above, 73 percent of respondents report that they are addicted to their mobile device. Indeed, they spend on average seven hours per day glued to these small screens.

As shown in Figure 2, respondents send personal texts and email (88 percent), listen to music (76 percent), manage calendars (73 percent), and access social media sites (66 percent). But they also access corporate email and documents (59 percent), participate in video conferencing (50 percent), make electronic purchases (49 percent), and verify their identity when logging into email and other accounts (41 percent). It's no surprise then that 50 percent claim that the contents of their mobile device -- their mobile data -- is irreplaceable, as shown in Figure 1.

Figure 2. Primary uses of mobile devices

More than one response permitted

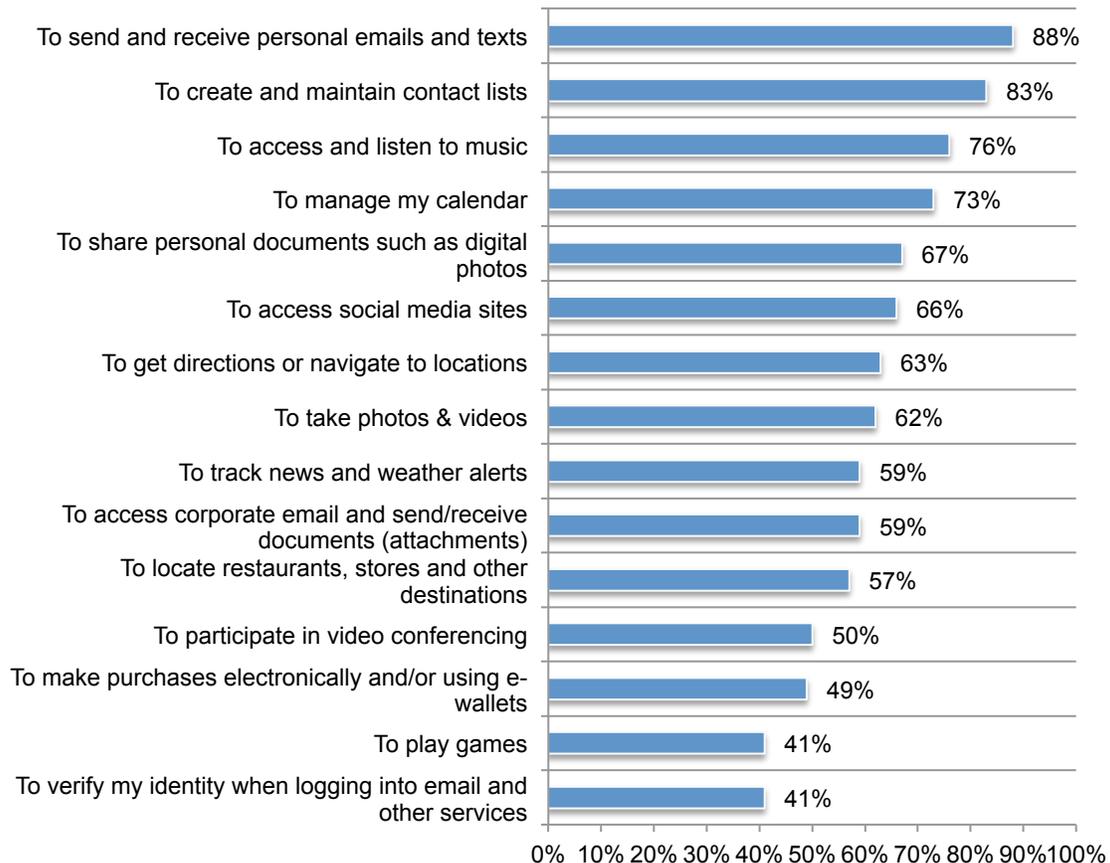
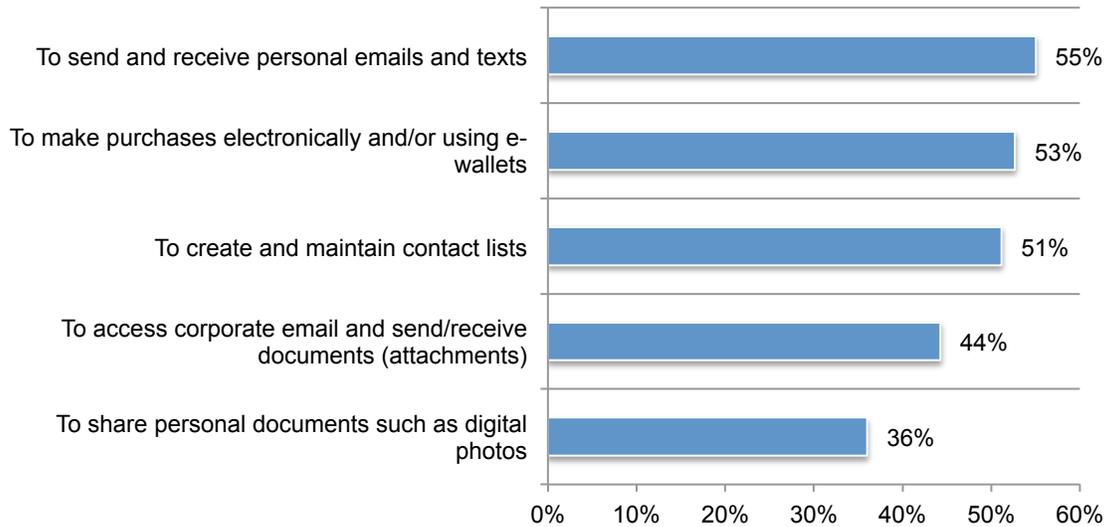


Figure 3 reveals the five most important uses for their mobile devices, which are a mixture of personal and work-related tasks. These are: the sending of emails and texts, making purchases electronically and/or using e-wallets, creating and maintaining contact lists, accessing corporate email and sending documents, and sharing personal documents.

Figure 3. What uses are most important to you?

More than one response permitted



Respondents are storing and accessing a large amount of data on their mobile devices.

Sixty-three percent of respondents say the amount of confidential or sensitive data has increased substantially in the past 24 months. According to Figure 4, 75 percent of respondents say they store a moderate amount of personal data (35 percent of respondents) or a significant amount of personal data (40 percent of respondents) on their mobile devices. Only 15 percent of respondents say it is a small amount of personal data.

Figure 4. How much personal data do you store on your mobile device

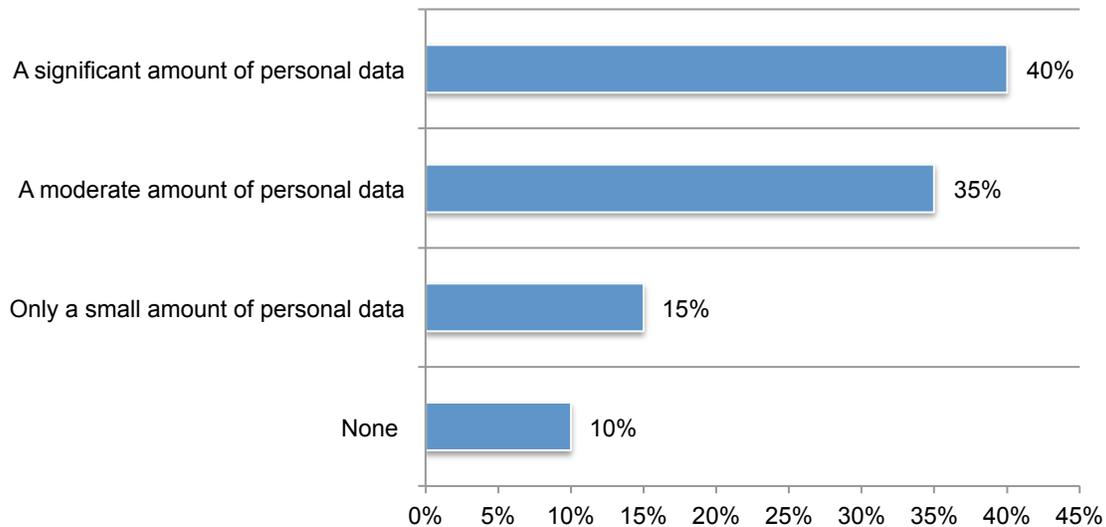
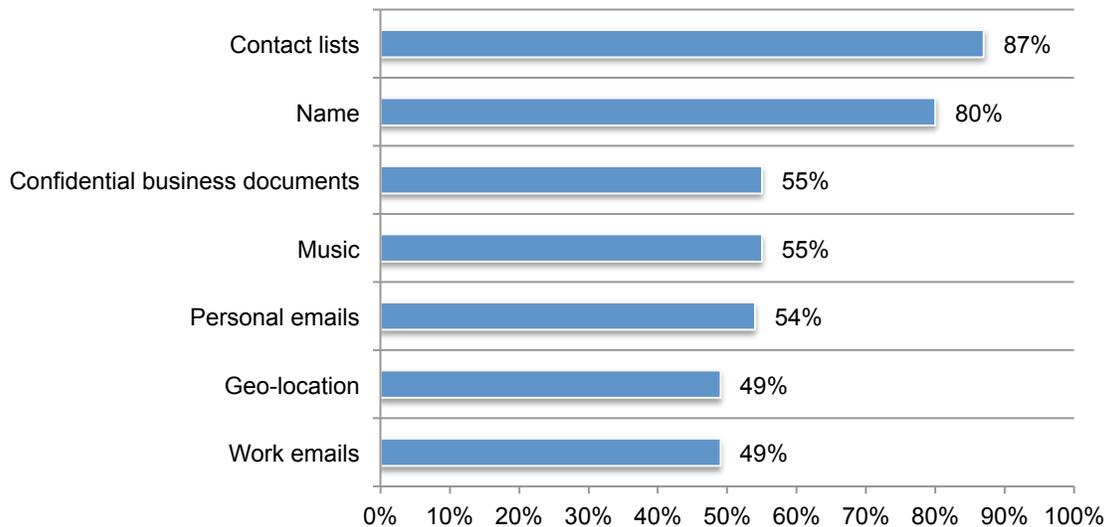


Figure 5 reveals the types of data most often accessible through the mobile device. These include: contact lists (87 percent of respondents), name (80 percent of respondents), confidential business documents, music (55 percent of respondents), confidential business documents (55 percent of respondents), personal emails (54 percent of respondents), work emails (49 percent of respondents) and geo-location (49 percent of respondents). Again, this finding shows the blending of personal and work-related data on mobile devices.

Figure 5. What kinds of data are accessible through your mobile device?

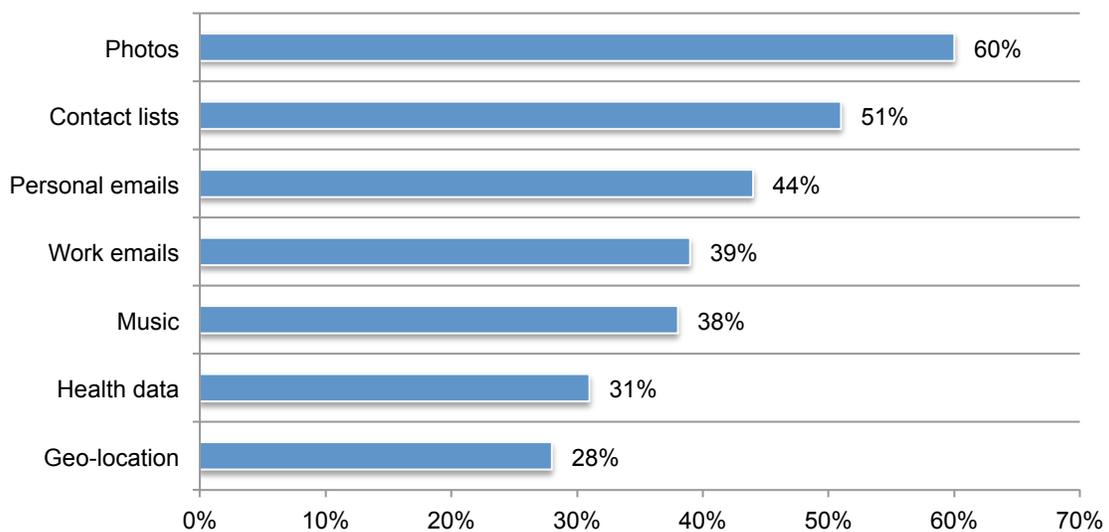
More than one response permitted



According to Figure 6, the types of data most important are photos (60 percent of respondents), contact lists (51 percent of respondents), personal emails (44 percent of respondents) and work emails (39 percent of respondents). As discussed later, these types of content also represent the most value to respondents.

Figure 6. What data is most important to you?

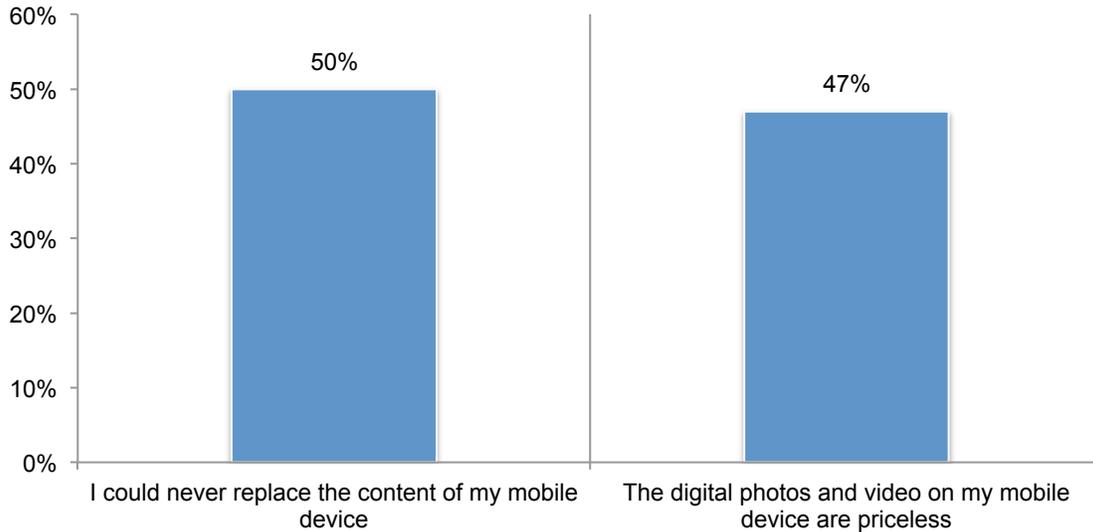
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The value of data on our mobile devices

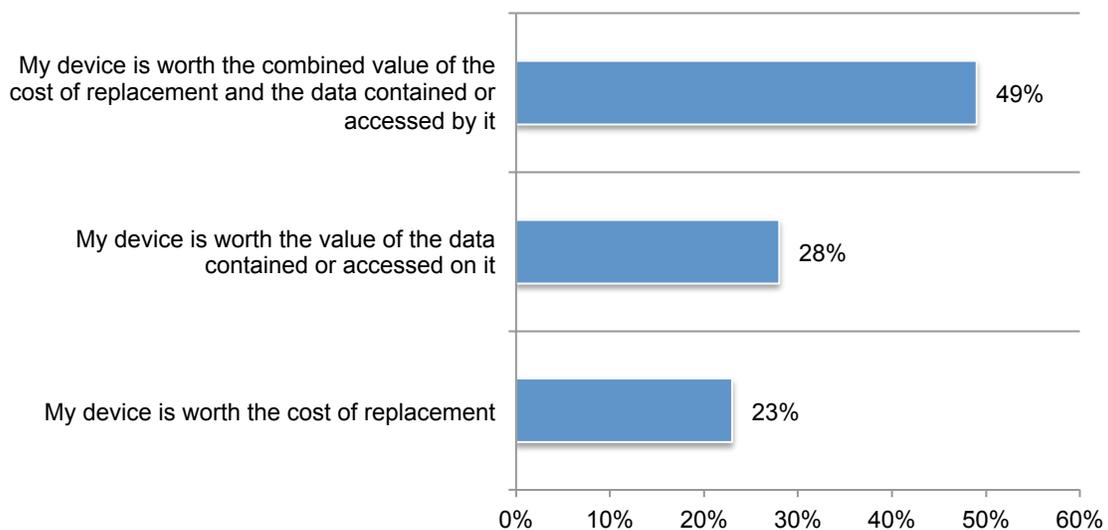
How are mobile devices valued? According to Figure 7, 50 percent of respondents say they could never replace the content on their mobile devices and 47 percent say the digital photos and video on their device are priceless.

Figure 7. How valuable is the content on your mobile device?



All this makes the data on or accessed by mobile devices extremely valuable. As shown in Figure 8, 49 percent of respondents say their mobile device is worth the combined value of the cost of replacement and the data contained or accessed by it. Twenty-eight percent say they value their mobile device based on the data contained or accessed by it and only 23 percent of respondents say it is only worth the cost to replace the mobile device.

Figure 8. How much value do you attach to your mobile device (including data on the device itself)?



What is the monetary value of the device and its content? As discussed previously, there are many types of content on today’s mobile devices. On average, respondents say their mobile device is worth \$14,000. However certain content, as shown in Table 1, is worth far more than other content. We asked respondents to value 10 types of content typically accessed and stored on mobile devices. The top three content types are photos of family and friends, contact lists for business and personal use and personal apps.

Based on the average value of a mobile device at \$14,000 we estimate the photos of family and friends are worth approximately \$3,000, contact lists are valued at approximately \$2,700 and personal apps are \$2,100 or approximately 41 percent of the total value of the content on a phone. Work related emails and business apps are considered higher than music and videos.

| Table 1. What is the value of the 10 types of content listed below based on an allocation of 100 points for the 10 categories? | Points allocated | Value |
|---|-------------------------|--------------|
| Photos of family and friends | 22 | \$3,074 |
| Contact list for business and personal | 19 | \$2,654 |
| Personal apps | 15 | \$2,096 |
| Personal emails | 11 | \$1,537 |
| Work emails | 8 | \$1,118 |
| Business apps | 7 | \$978 |
| Music | 5 | \$699 |
| Documents | 6 | \$838 |
| Videos | 4 | \$559 |
| Personal text messages | 3 | \$419 |
| Total | 100 | \$13,971 |

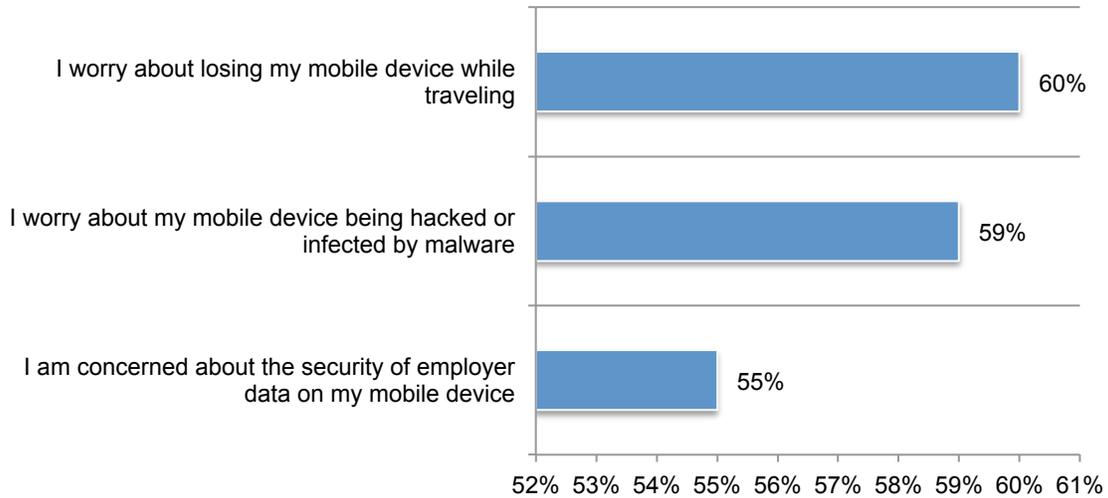
Those that take steps to protect the data on their devices assign a higher value to that data. The respondents who reported they took steps to secure the data on their mobile devices unsurprisingly assign a higher than average value to that data: \$16,268. There’s also a difference in genders. Fifty-five percent of female respondents, as compared to 43 percent of male respondents report that they take steps to protect the data on their device. And women value their mobile data at \$15,021 compared to men at \$12,865.

The increased risk to mobile devices

The security of mobile devices is a significant concern. According to Figure 9, 55 percent of respondents agree they are concerned about the work-related data they access and store on their mobile devices. However, that means 45 percent are not concerned about such data. They also acknowledge they worry about their mobile device being hacked or infected by malware and losing their mobile device while traveling.

Figure 9. Concerns about the security of mobile devices

Strongly agree and agree responses combined

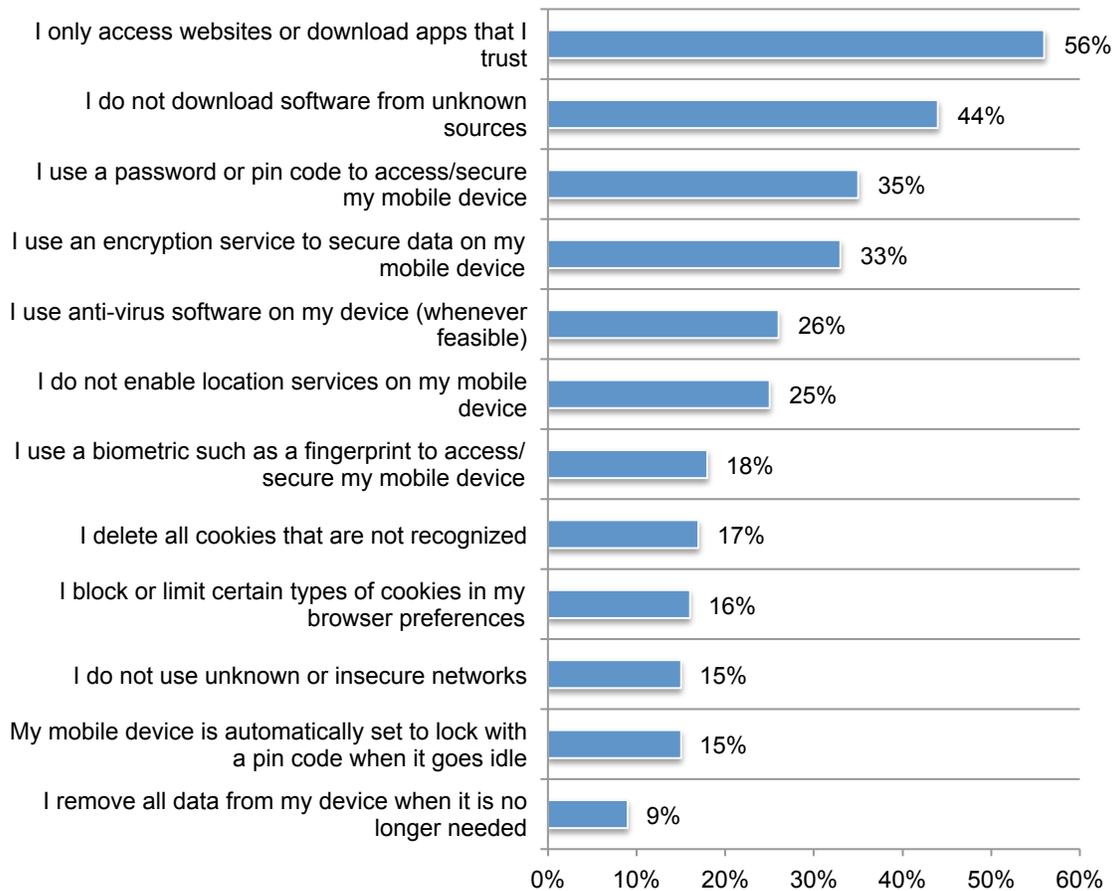


But respondents do not take steps to protect the data they value so highly. Fifty-one percent of respondents do not take steps to protect the data.

As shown in Figure 10, if they do (49 percent of respondents), it is most likely only accessing websites or downloading apps that they trust (56 percent of respondents), not downloading software from unknown sources (44 percent of respondents) and using a password or pin code to access/secure their mobile device (35 percent of respondents). Very few avoid unknown or insecure networks (15 percent of respondents) or remove all data from their device when it is no longer needed (9 percent of respondents).

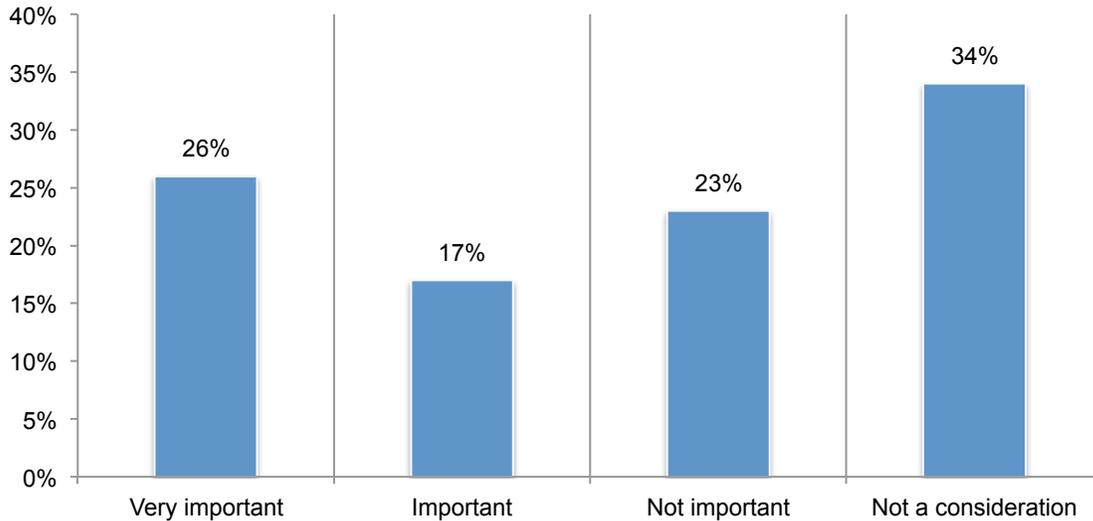
Figure 10. What steps do you take to protect the data on your mobile device?

More than one response permitted



The security of mobile devices is a significant concern. As discussed previously, 59 percent of respondents worry about their mobile device being hacked or infected by malware and they also worry about losing their mobile device while traveling. However, as shown in Figure 11, 57 percent of respondents say security features are not important (23 percent) or not a consideration (34 percent) when purchasing a mobile device.

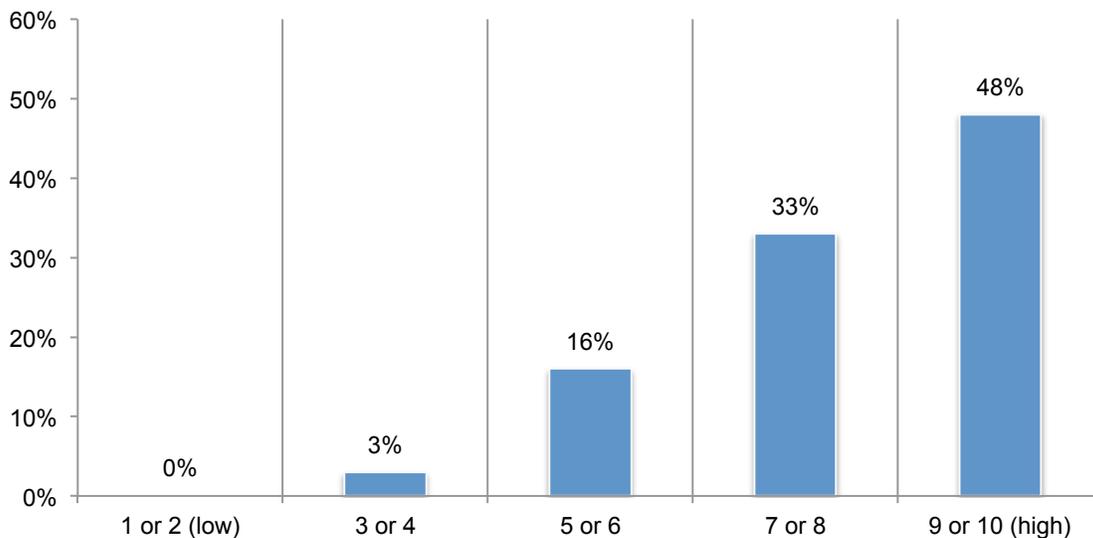
Figure 11. When deciding which mobile device to purchase, how important are features to protect the data on it?



Losing a mobile device is a major life disruption. Forty percent of respondents say they store a significant amount of personal data on their mobile devices and worry about losing them. According to the findings and shown in Figure 12, 19 percent of respondents say they have lost their mobile device and 81 percent of these respondents (33 percent + 48 percent) say they rate the experience as being very disruptive (7+ on a scale of 1 to 10).

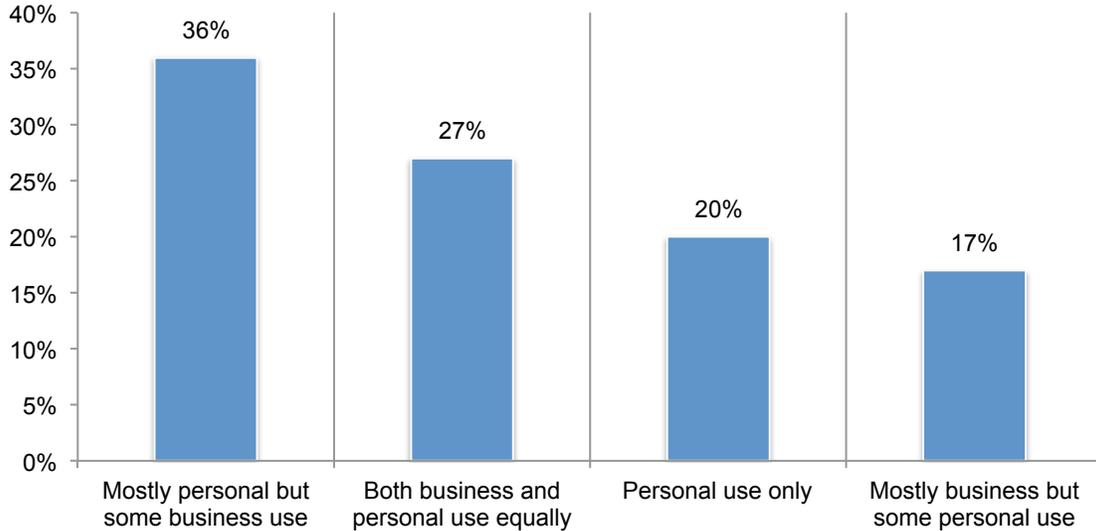
Figure 12. How disruptive was the loss of your mobile device?

On a scale of 1 = little disruption to 10 = high disruption, extrapolated value = 8



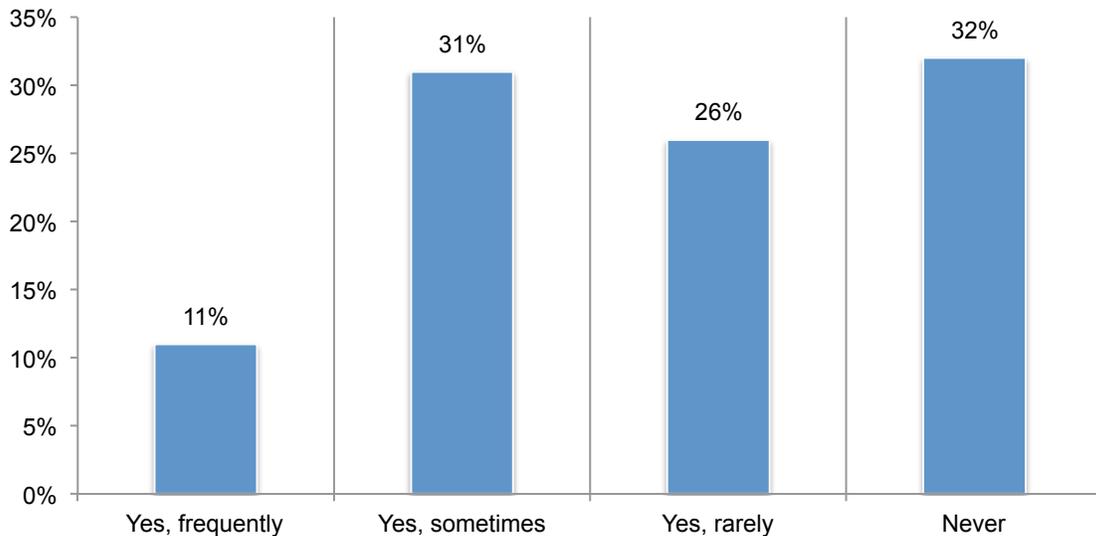
BYOD is here to stay. According to Figure 13, only 20 percent of respondents describe their use of smartphones or tablets as exclusively for personal use. Eighty percent say they use these devices for mostly personal but some business use (36 percent of respondents), mostly business but some personal use (17 percent of respondents) and both business and personal use equally (27 percent of respondents).

Figure 13. What best describes your smartphone and/or tablet use?



Passwords are shared across personal and work accounts accessed by mobile devices. Figure 14 describes a serious vulnerability for organizations. According to 68 percent of respondents, they frequently (11 percent), sometimes (31 percent) or rarely (26 percent) share passwords across personal and work accounts they access with their mobile device. Only 32 percent of respondents say they never share passwords.

Figure 14. Do you share passwords across personal and work accounts that you access with your mobile device



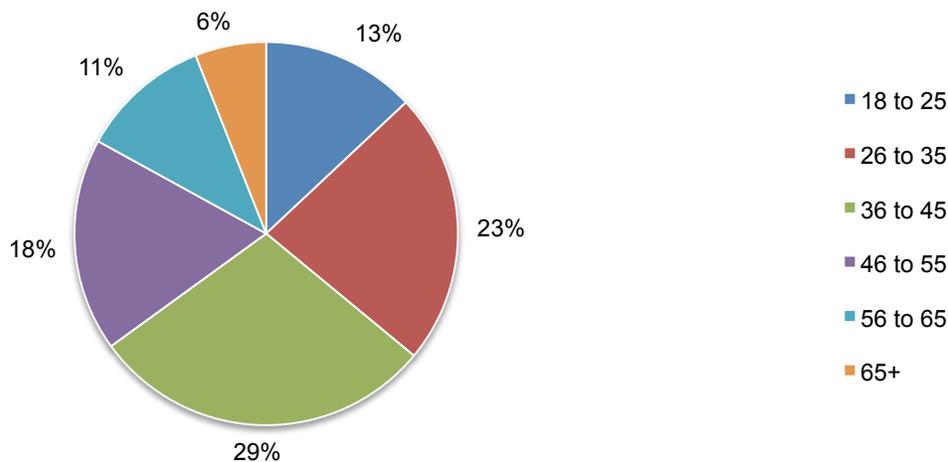
Part 3. Methods

A sampling frame of 19,740 individuals located in the United States was selected as participants to this survey. Table 2 shows 809 total returns. Screening and reliability checks required the removal of 89 surveys. Our final sample consisted of 720 surveys or a 3.6 percent response. Fifty-two percent of our respondents were female and 48 percent were male.

| Table 2. Sample response | Freq | Pct% |
|---------------------------------|--------|--------|
| Sampling frame | 19,740 | 100.0% |
| Total returns | 809 | 4.1% |
| Rejected or screened surveys | 89 | 0.5% |
| Final sample | 720 | 3.6% |

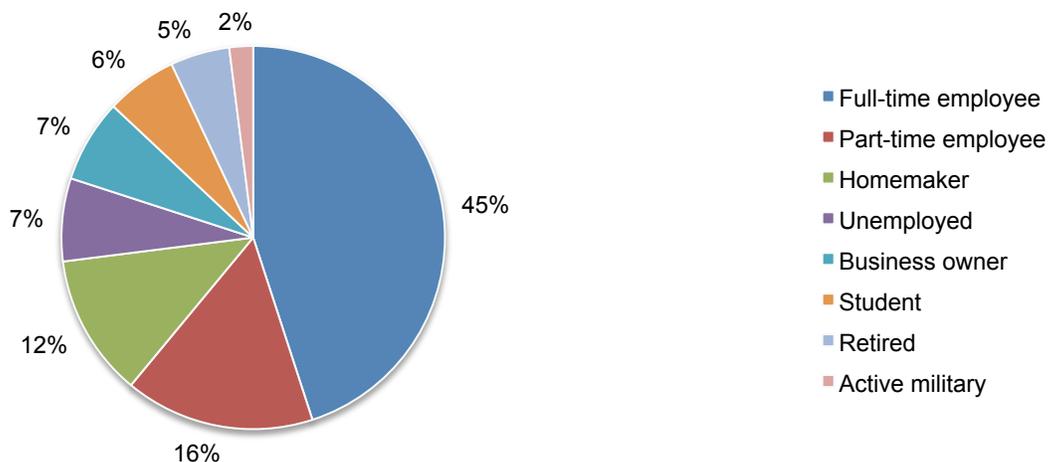
Pie Chart 1 reports the distribution of respondents by age level. More than half of respondents (65 percent) are between the ages of 18 and 45.

Pie Chart 1. Age range



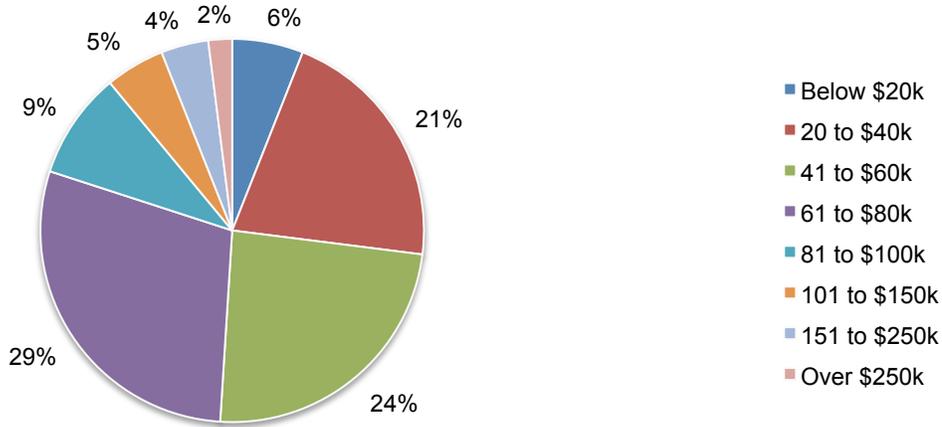
As shown in Pie Chart 2, 45 percent of respondents reported they are employed full-time, 16 percent indicated part-time and 12 percent responded they are homemakers.

Pie Chart 2. Employment status



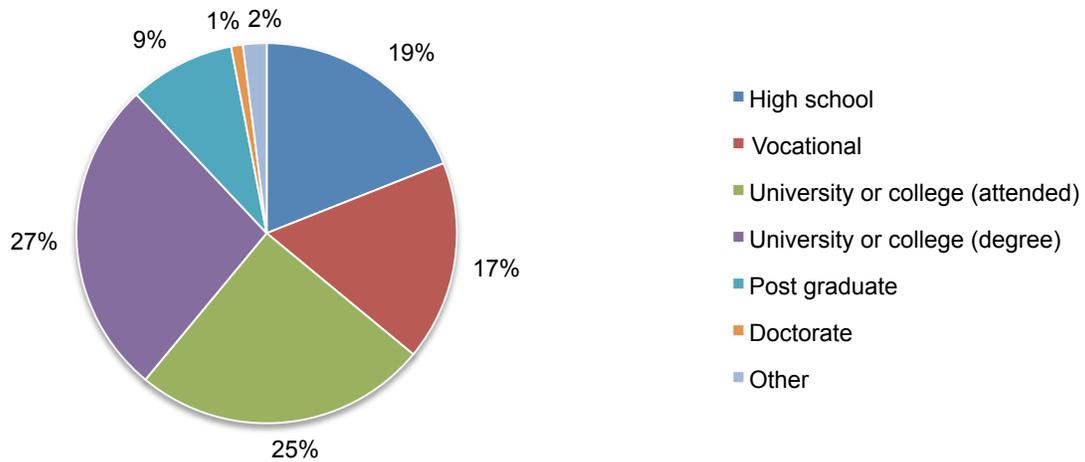
Pie Chart 3 shows the distribution of respondents according to their self-reported household income level. As shown, 51 percent of respondents report an income level at or below \$60,000 per annum.

Pie Chart 3. Household income level



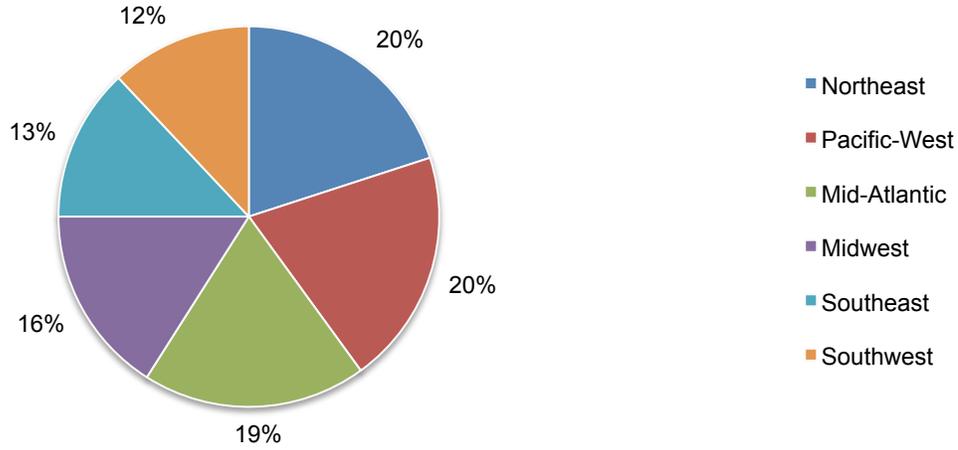
Pie Chart 4 reports the distribution of respondents by education level. Slightly more than half of the respondents (52 percent) reported having attended a university or college or having a degree from a university or college.

Pie Chart 4. Education level



Pie Chart 5 reports the distribution of respondents by region in the United States. Twenty percent of respondents reported their location as the Northeast and another 20 percent indicated the Pacific-West and 19 percent responded Mid-Atlantic.

Pie Cart 5. United States Region



Part 4. Caveats

There are inherent limitations to survey research that need to be carefully considered before drawing inferences from findings. The following items are specific limitations that are germane to many consumer-based surveys.

- Non-response bias: The current findings are based on a sample of survey returns. We sent surveys to a sample of adult-aged individuals located in all regions of the United States, resulting in a large number of usable returned responses. Despite non-response tests, it is always possible that individuals who did not participate are substantially different in terms of underlying beliefs from those who completed the instrument.
- Sampling-frame bias: The accuracy is based on contact information and the degree to which the sample is representative of individuals who are smartphone and/or tablet users. We also acknowledge that the results may be biased by external events such as media coverage at the time we fielded our survey.

We also acknowledge bias caused by compensating respondents to complete this research within a holdout period. Finally, because we used a web-based collection method, it is possible that non-web responses by mailed survey or telephone call would result in a different pattern of findings.

Self-reported results: The quality of survey research is based on the integrity of confidential responses received from subjects. While certain checks and balances can be incorporated into the survey process, there is always the possibility that certain respondents did not provide accurate responses.

Appendix: Detailed Survey Results

The following tables provide the frequency or percentage frequency of responses to all survey questions contained in this study. All survey responses were captured in October 2015.

| Survey response | Freq | Pct% |
|------------------------------|--------|--------|
| Total sampling frame | 19,740 | 100.0% |
| Total returns | 809 | 4.1% |
| Rejected or screened surveys | 89 | 0.5% |
| Final sample | 720 | 3.6% |

Part 1. Background

| Q1. Please select the operating system your smartphone and/or tablet runs on. | Pct% |
|---|------|
| Android | 49% |
| iOS | 45% |
| Other (please specify) | 6% |
| Total | 100% |

| Q2. What best describes your smartphone and/or tablet use? Please select only one. | Pct% |
|--|------|
| Personal use only | 20% |
| Mostly personal but some business use | 36% |
| Mostly business but some personal use | 17% |
| Both business and personal use equally | 27% |
| Total | 100% |

| Q3a. How do you use your mobile device? Please select all that apply. | Pct% |
|---|-------|
| To send and receive personal emails and texts | 88% |
| To access corporate email and send/receive documents (attachments) | 59% |
| To create and maintain contact lists | 83% |
| To access and listen to music | 76% |
| To manage my calendar | 73% |
| To share personal documents such as digital photos | 67% |
| To access social media sites | 66% |
| To get directions or navigate to locations | 63% |
| To take photos & videos | 62% |
| To track news and weather alerts | 59% |
| To locate restaurants, stores and other destinations | 57% |
| To participate in video conferencing | 50% |
| To make purchases electronically and/or using e-wallets | 49% |
| To verify my identity when logging into email and other services | 41% |
| To play games | 41% |
| To monitor and manage health and fitness | 35% |
| To watch TV programs and movies | 34% |
| To store and use tickets for such events as concerts or flights | 13% |
| To obtain and use e-coupons | 11% |
| To sign documents electronically | 11% |
| To manage personal finances | 10% |
| Other (please specify) | 2% |
| Total | 1050% |

| Q3b. What uses are most important to you? Please select the top 5 choices. | Pct% |
|--|------|
| To send and receive personal emails and texts | 55% |
| To make purchases electronically and/or using e-wallets | 53% |
| To create and maintain contact lists | 51% |
| To access corporate email and send/receive documents (attachments) | 44% |
| To share personal documents such as digital photos | 36% |
| To access social media sites | 34% |
| To manage my calendar | 34% |
| To take photos & videos | 31% |
| To access and listen to music | 30% |
| To play games | 27% |
| To track news and weather alerts | 24% |
| To monitor and manage health and fitness | 20% |
| To get directions or navigate to locations | 17% |
| To locate restaurants, stores and other destinations | 11% |
| To sign documents electronically | 9% |
| To verify my identity when logging into email and other services | 6% |
| To participate in video conferencing | 5% |
| To manage personal finances | 4% |
| To store and use tickets for such events as concerts or flights | 3% |
| To watch TV programs and movies | 3% |
| To obtain and use e-coupons | 2% |
| Other (please specify) | 2% |
| Total | 500% |

| Q4. Approximately, how much time (hours) do you spend on your mobile device each day? | Pct% |
|---|------|
| Less than 1 hour | 6% |
| 1 to 3 hours | 18% |
| 4 to 6 hours | 23% |
| 7 to 10 hours | 26% |
| More than 10 hours | 27% |
| Total | 100% |
| Extrapolated value (hours) | 7.0 |

| Q5. How often do you check your mobile bill or statement for unusual or unidentified payments? | Pct% |
|--|------|
| Every month | 21% |
| Only if the bill is higher than usual | 20% |
| Occasionally | 19% |
| Never | 40% |
| Total | 100% |

| Q6a. Do you take steps to protect the data on your mobile device? | Pct% |
|---|------|
| Yes | 49% |
| No | 51% |
| Total | 100% |

| Q6b. If yes, what steps do you take? | Pct% |
|---|------|
| I only access websites or download apps that I trust | 56% |
| I do not download software from unknown sources | 44% |
| I use a password or pin code to access/secure my mobile device | 35% |
| I use an encryption service to secure data on my mobile device | 33% |
| I use anti-virus software on my device (whenever feasible) | 26% |
| I do not enable location services on my mobile device | 25% |
| I use a biometric such as a fingerprint to access/secure my mobile device | 18% |
| I delete all cookies that are not recognized | 17% |
| I block or limit certain types of cookies in my browser preferences | 16% |
| My mobile device is automatically set to lock with a pin code when it goes idle | 15% |
| I do not use unknown or insecure networks | 15% |
| I remove all data from my device when it is no longer needed | 9% |
| Total | 309% |

| Q7. Do you share passwords across personal and work accounts that you access with your mobile device? | Pct% |
|---|------|
| Yes, frequently | 11% |
| Yes, sometimes | 31% |
| Yes, rarely | 26% |
| Never | 32% |
| Total | 100% |

| Q8. Please select all the company-related data types you have access to with your mobile device. | Pct% |
|---|------|
| Email | 80% |
| Texts | 75% |
| Digital photos and videos | 69% |
| Employee's personal identifiable information (i.e. Social Security numbers, birth date, home address) | 52% |
| Contact lists or directory | 50% |
| Customer records | 43% |
| General business correspondence | 33% |
| Confidential or classified documents | 33% |
| Payment information | 31% |
| Design documents, presentations and architectural renderings | 25% |
| Financial accounting and budget information | 24% |
| Access and login information/credentials | 23% |
| Intellectual property (i.e. product roadmap, source code and other company secrets) | 23% |
| Employee health data | 19% |
| Employee salaries | 9% |
| Attorney-client privileged documents | 4% |
| Total | 593% |

| Q9. When deciding which mobile device to purchase, how important are features to protect the data on it? | Pct% |
|--|------|
| Very important | 26% |
| Important | 17% |
| Not important | 23% |
| Not a consideration | 34% |
| Total | 100% |

| | |
|--|------|
| Q10a. Have you ever lost your mobile device? | Pct% |
| Yes | 19% |
| No | 81% |
| Total | 100% |

| | |
|---|------|
| Q10b. If yes, using the following 10-point scale, please rate how disruptive the loss of your mobile device was from 1 = little disruption to 10 = high disruption. | Pct% |
| 1 or 2 (low) | 0% |
| 3 or 4 | 3% |
| 5 or 6 | 16% |
| 7 or 8 | 33% |
| 9 or 10 (high) | 48% |
| Total | 100% |
| Extrapolated value | 8.02 |

| Part 2. Statements about your mobile device practices (strongly agree and agree responses) | Strongly agree | Agree |
|--|----------------|-------|
| Q11a. I am addicted to my mobile device. | 37% | 36% |
| Q11b. I worry more about losing what is on my mobile device than what is in my wallet. | 34% | 32% |
| Q11c. I am not concerned about the security of employer data on my mobile device. | 22% | 23% |
| Q11d. The amount of confidential or sensitive information on my mobile device has increased substantially in the past 24 months. | 29% | 34% |
| Q11e. I worry about my mobile device being hacked or infected by malware. | 29% | 30% |
| Q11f. I worry about losing my mobile device while traveling. | 31% | 29% |
| Q11g. The digital photos and video on my mobile device are priceless. | 19% | 28% |
| Q11h. I could never replace the content of my mobile device | 22% | 28% |

Part 3. Other Questions

| Q12a. What kinds of data are accessible through your mobile device? Please select all that apply. | Pct% |
|--|------|
| Contact lists | 87% |
| Name | 80% |
| Music | 55% |
| Confidential business documents | 55% |
| Personal emails | 54% |
| Work emails | 49% |
| Geo-location | 49% |
| Fingerprint such as for Touch ID | 36% |
| Credit or debit card numbers | 35% |
| Photos | 34% |
| Home address | 31% |
| Videos | 30% |
| PIN number | 28% |
| Passwords | 26% |
| Answers to security questions | 16% |
| Health data | 14% |
| Alarm codes | 13% |
| Anniversary and other personal dates | 12% |
| Date of birth | 9% |
| Gender | 8% |
| Purchase history | 8% |
| Names of children | 7% |
| Hobbies, sports and travel interests | 6% |
| Ages and gender of children | 6% |
| Number of children | 5% |
| Planned future purchases | 3% |
| Total | 756% |

| Q12b. What data is most important to you? Please select the top 5 choices. | Pct% |
|--|------|
| Photos | 60% |
| Contact lists | 51% |
| Personal emails | 44% |
| Work emails | 39% |
| Music | 38% |
| Health data | 31% |
| Geo-location | 28% |
| Anniversary and other personal dates | 27% |
| Credit or debit card numbers | 26% |
| Videos | 25% |
| Purchase history | 24% |
| Passwords | 19% |
| Confidential business documents | 18% |
| Fingerprint such as for Touch ID | 17% |
| Date of birth | 15% |
| Names of children | 10% |
| Planned future purchases | 9% |
| PIN number | 4% |
| Answers to security questions | 3% |
| Alarm codes | 3% |
| Ages and gender of children | 3% |
| Name | 2% |
| Hobbies, sports and travel interests | 2% |
| Home address | 1% |
| Number of children | 1% |
| Gender | 0% |
| Total | 500% |

| Q13. On average, how much personal data do you store on your mobile device? | Pct% |
|---|------|
| None | 10% |
| Only a small amount of personal data | 15% |
| A moderate amount of personal data | 35% |
| A significant amount of personal data | 40% |
| Total | 100% |

| Q14. How much value do you attach to your mobile device (including data on the device itself)? | Pct% |
|--|------|
| My device is worth the cost of replacement. | 23% |
| My device is worth the value of the data contained or accessed on it. | 28% |
| My device is worth the combined value of the cost of replacement and the data contained or accessed by it. | 49% |
| Total | 100% |

| | |
|---|----------|
| Q15a. How much value do you attach to the data contained on your mobile device? | Pct% |
| < \$100 | 4% |
| \$100 to \$500 | 4% |
| \$501 to \$1,000 | 14% |
| \$1,001 to \$2,500 | 15% |
| \$2,501 to \$5,000 | 15% |
| \$5,001 to \$10,000 | 18% |
| \$10,001 to \$25,000 | 11% |
| \$26,001 to \$50,000 | 10% |
| \$50,001 to \$100,000 | 8% |
| More than \$100,000 | 1% |
| Total | 100% |
| Extrapolated average | \$13,971 |

| | | |
|---|-------------------------|--------------|
| Q15b. There are many uses for today's mobile devices and a variety of content that can be stored and accessed. If you were to lose your mobile device and all the data on it, what would be the value of the 10 types of content listed in the table below? Please allocate a total of 100 points for the following ten categories. | Points allocated | Value |
| Photos of family and friends | 22 | 3,074 |
| Contact list for business and personal | 19 | 2,654 |
| Personal apps | 15 | 2,096 |
| Personal emails | 11 | 1,537 |
| Work emails | 8 | 1,118 |
| Business apps | 7 | 978 |
| Music | 5 | 699 |
| Documents | 6 | 838 |
| Videos | 4 | 559 |
| Personal text messages | 3 | 419 |
| Total | 100 | 13,971 |

Part 4. Demographics

| | |
|----------------------------------|------|
| D1. Please check your age range. | Pct% |
| 18 to 25 | 13% |
| 26 to 35 | 23% |
| 36 to 45 | 29% |
| 46 to 55 | 18% |
| 56 to 65 | 11% |
| 65+ | 6% |
| Total | 100% |

| | |
|---|------|
| D2. What is your present employment status? | Pct% |
| Full-time employee | 45% |
| Part-time employee | 16% |
| Business owner | 7% |
| Homemaker | 12% |
| Retired | 5% |
| Student | 6% |
| Active military | 2% |
| Unemployed | 7% |
| Total | 100% |

| D3. What range best defines your annual household income? | Pct% |
|---|------|
| Below \$20k | 6% |
| 20 to \$40k | 21% |
| 41 to \$60k | 24% |
| 61 to \$80k | 29% |
| 81 to \$100k | 9% |
| 101 to \$150k | 5% |
| 151 to \$250k | 4% |
| Over \$250k | 2% |
| Total | 100% |

| D4. What is your highest level of education attained? | Pct% |
|---|------|
| High school | 19% |
| Vocational | 17% |
| University or college (attended) | 25% |
| University or college (degree) | 27% |
| Post graduate | 9% |
| Doctorate | 1% |
| Other | 2% |
| Total | 100% |

| D5. Please check gender: | Pct% |
|--------------------------|------|
| Female | 52% |
| Male | 48% |
| Total | 100% |

| D6. U.S. Region | Pct% |
|-----------------|------|
| Northeast | 20% |
| Mid-Atlantic | 19% |
| Midwest | 16% |
| Southeast | 13% |
| Southwest | 12% |
| Pacific-West | 20% |
| Total | 100% |

Please contact research@ponemon.org or call us at 800.877.3118 if you have any questions.

Ponemon Institute
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