

National Survey of IT Decision Makers

A Survey Conducted by McLaughlin & Associates for
CTIA-The Wireless Association®

October 9, 2012

Key Findings

An on-line survey of 500 IT decision makers (working for companies with fewer than 100 employees through companies with more than 5,000 employees) by McLaughlin & Associates, conducted for CTIA-The Wireless Association® July 21-26, 2012, found that:

- 96% said that the government should allow wireless companies to exchange information to help identify vulnerabilities and protect users from threats.
- 77% said the mobile industry is better equipped to define cybersecurity standards.
- 68% stated industry and government should share information on threats and work collaboratively to define standards.

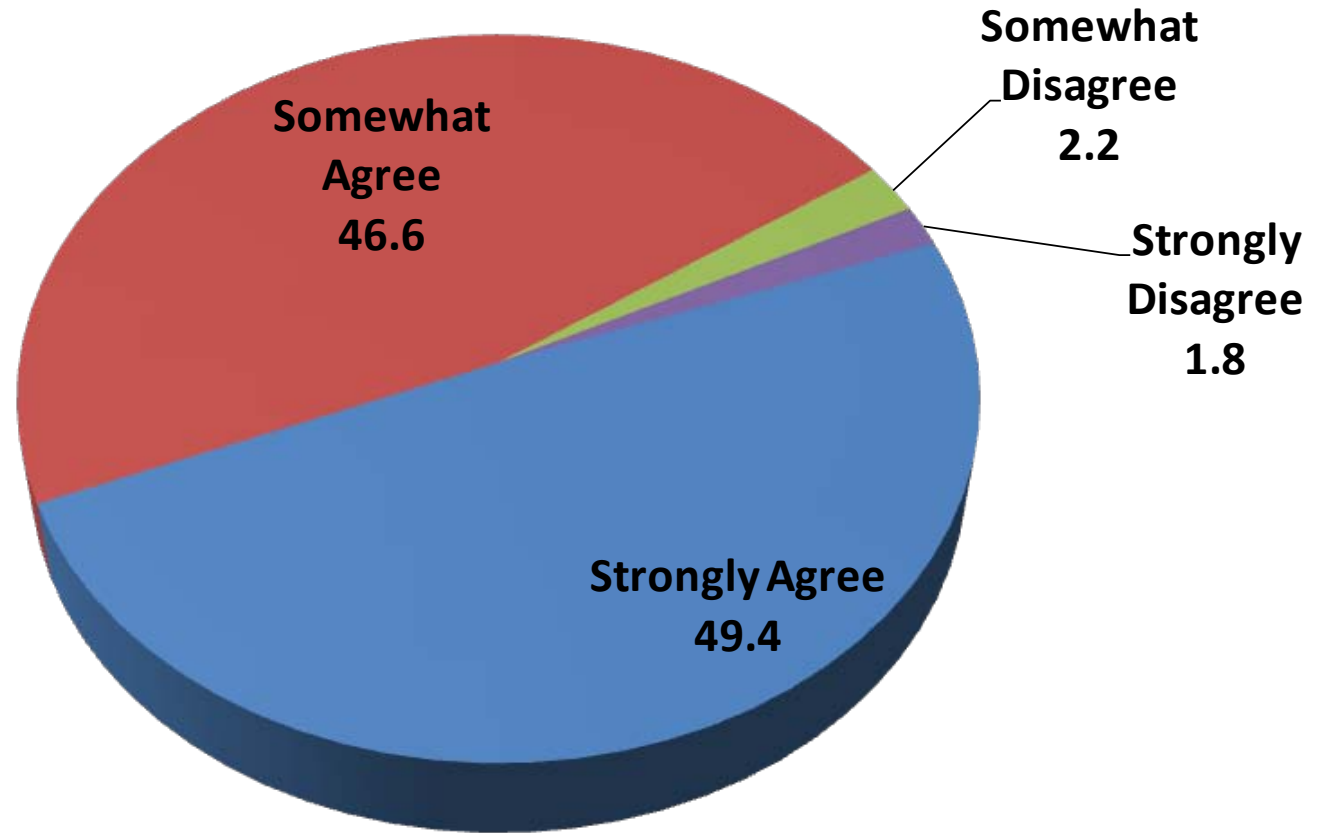
Key Findings (cont'd)

- Despite companies not being able to share this vital information with each other today, 89% said that the mobile industry is fair, good or excellent in addressing cybersecurity and offering solutions.
- 95% said the application stores, mobile networks, smartphone operating systems and applications need to work together to provide end-to-end cybersecurity.
- 86% said that smartphones are vulnerable to attacks (e.g., spam, malware, phishing, Trojans and botnets), and 88% said tablets are vulnerable.
- 68% said they thought of cybersecurity for mobile devices the same way as for personal computers.

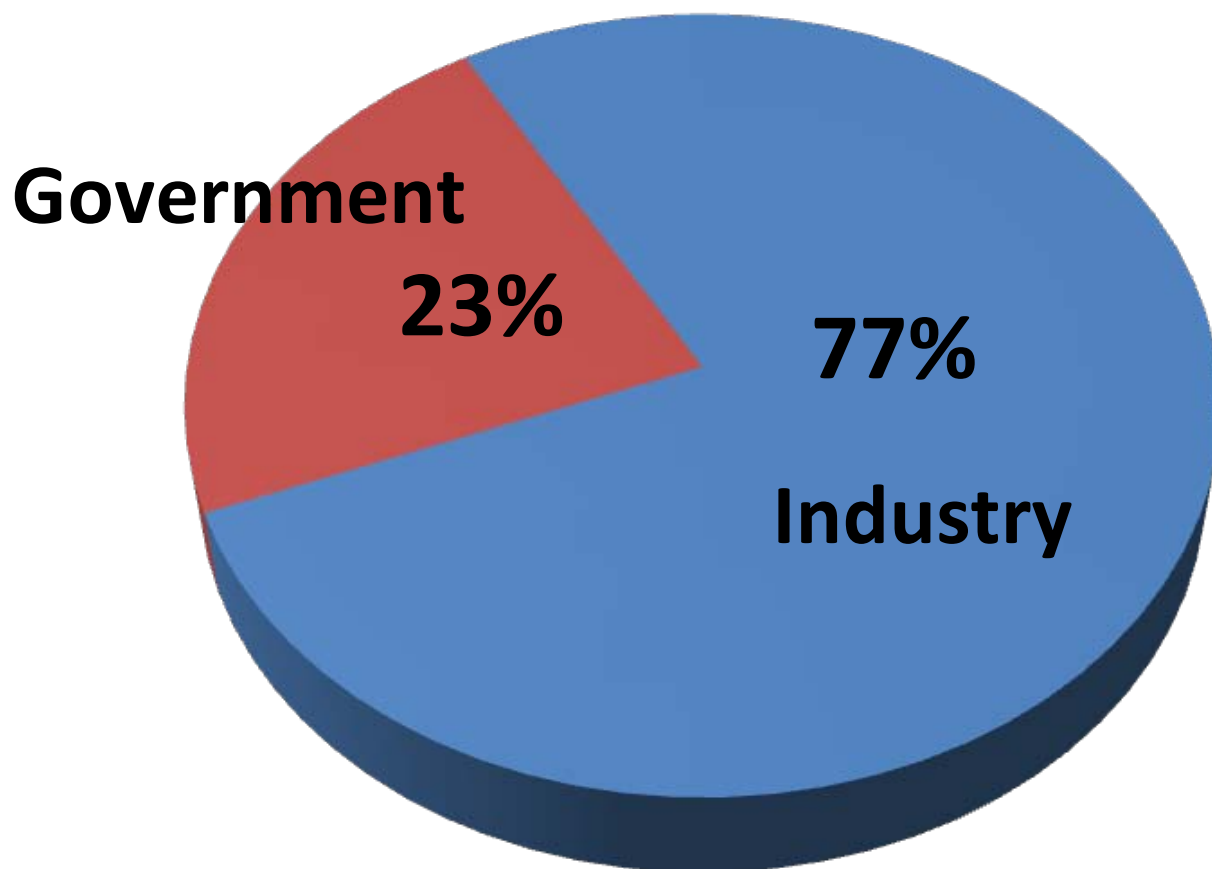
Key Findings (cont'd)

- Assigning 100 points among mobile cybersecurity challenges, respondents ranked protection against hacking of:
 1. company info/systems (29.6),
 2. personal computers used for work (22.1),
 3. work information in the cloud (17.8)
 4. government info/systems (15.6) and
 5. smartphones/tablets used for work (15).
- Using the same 100 point system, respondents were almost split evenly among the relative importance of four different cybersecurity issues, involving the lack of:
 1. cybersecurity solutions and services (27.8),
 2. consumer education (25.8),
 3. info sharing and cooperation within mobile industry (24.5) and
 4. info sharing and cooperation between industry and government (22).

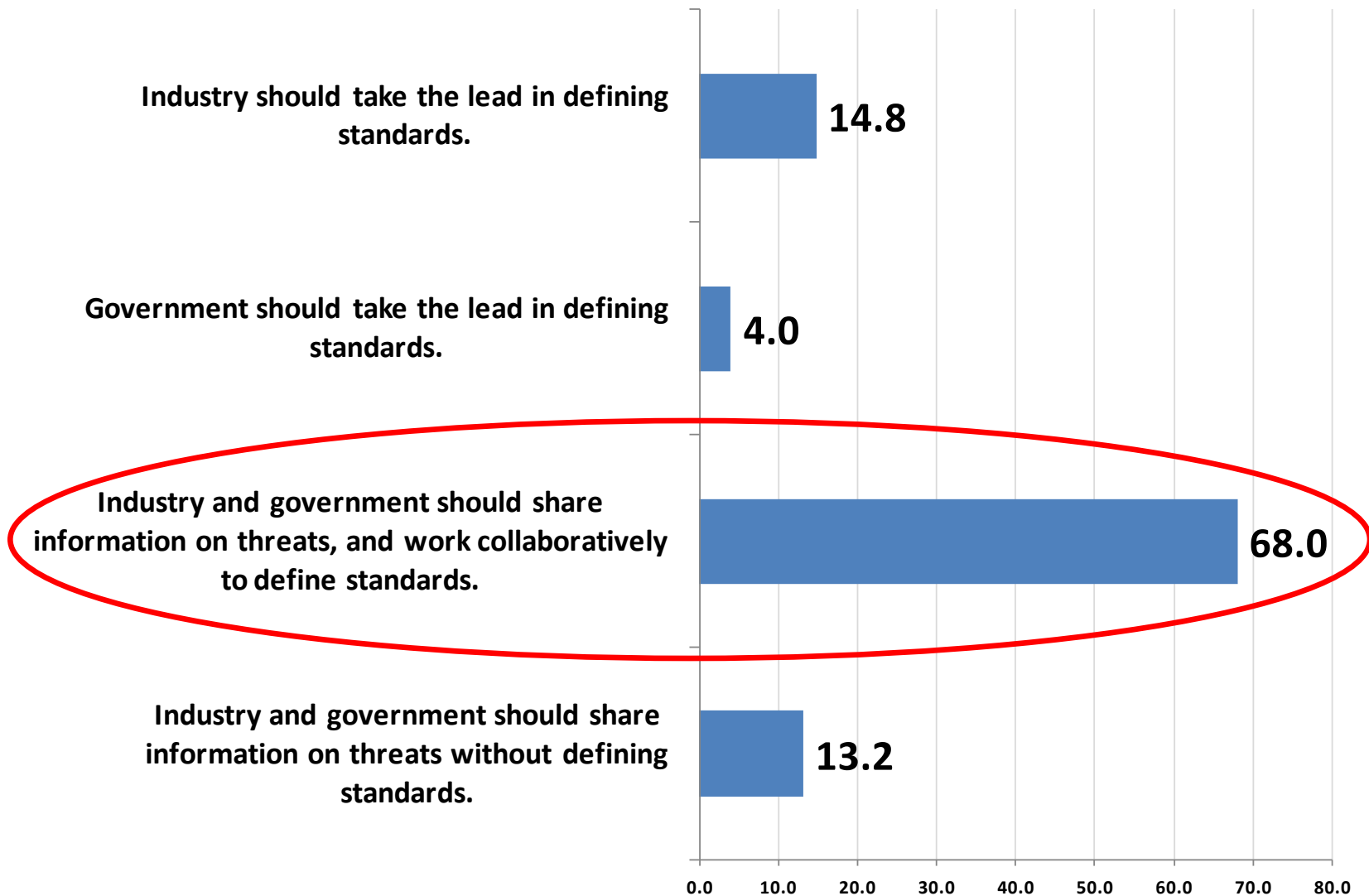
96% Agree that Government Should Allow Companies to Exchange Information to Help Identify Vulnerabilities and Protect Users from Hacking and Cyberfraud



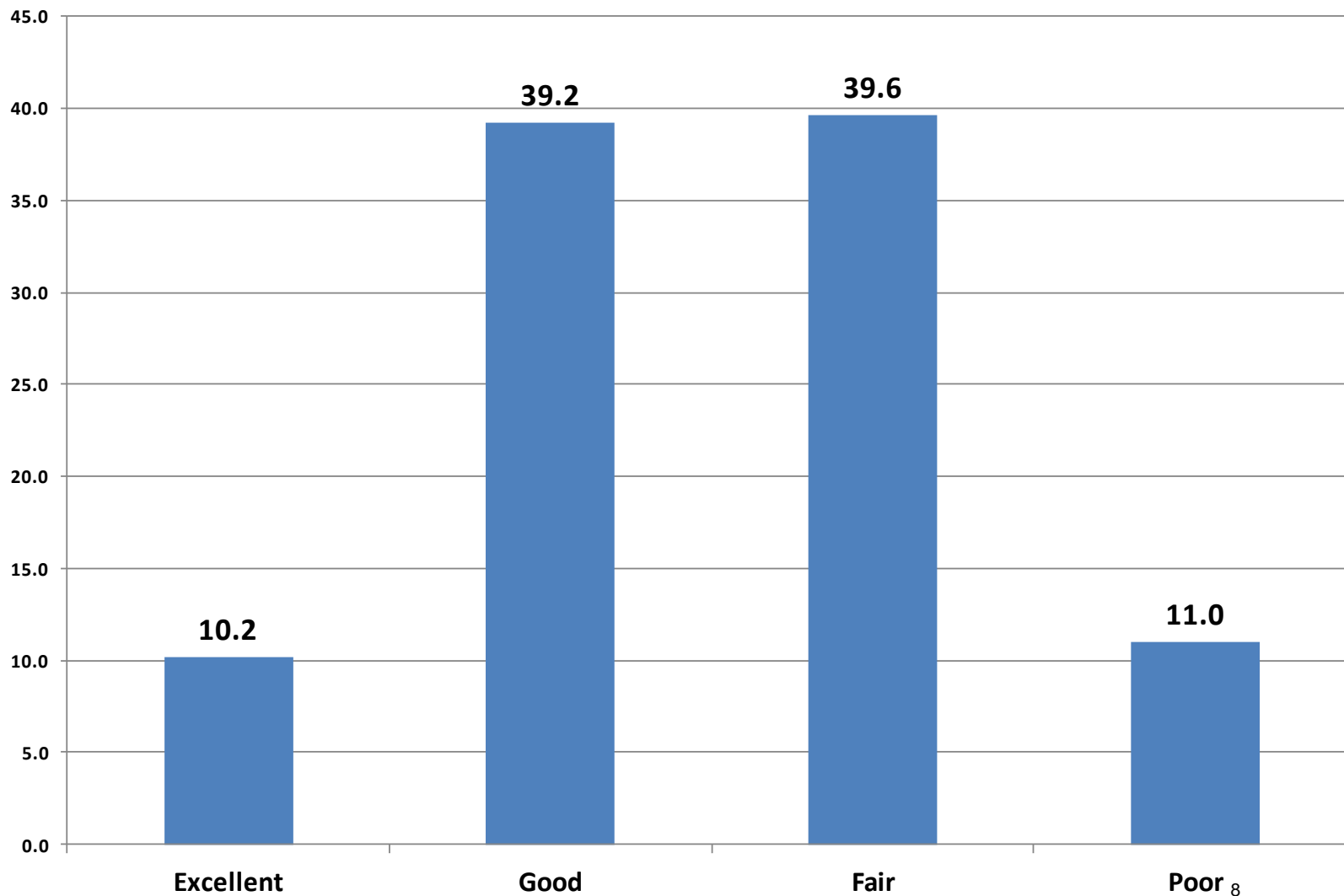
77% Think the Mobile Industry is Better Equipped to Define Cybersecurity Standards



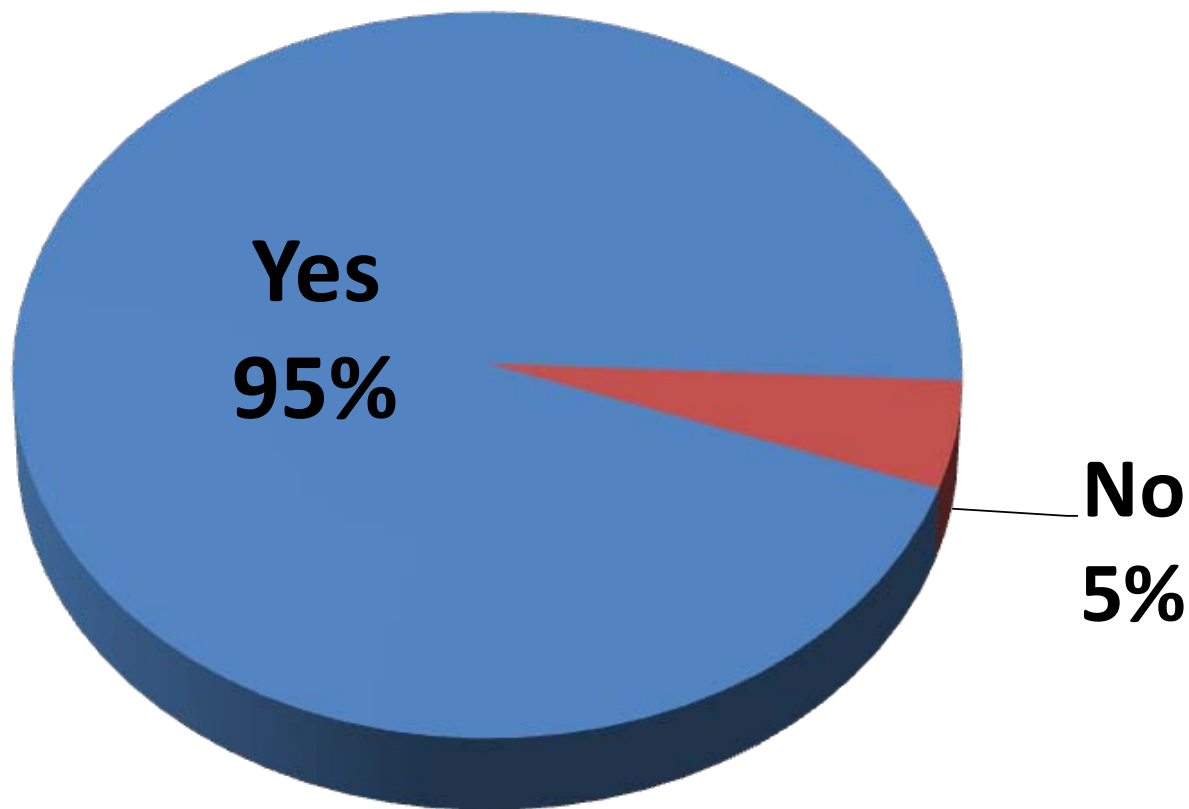
How Should Industry and Government Proceed on Cybersecurity?



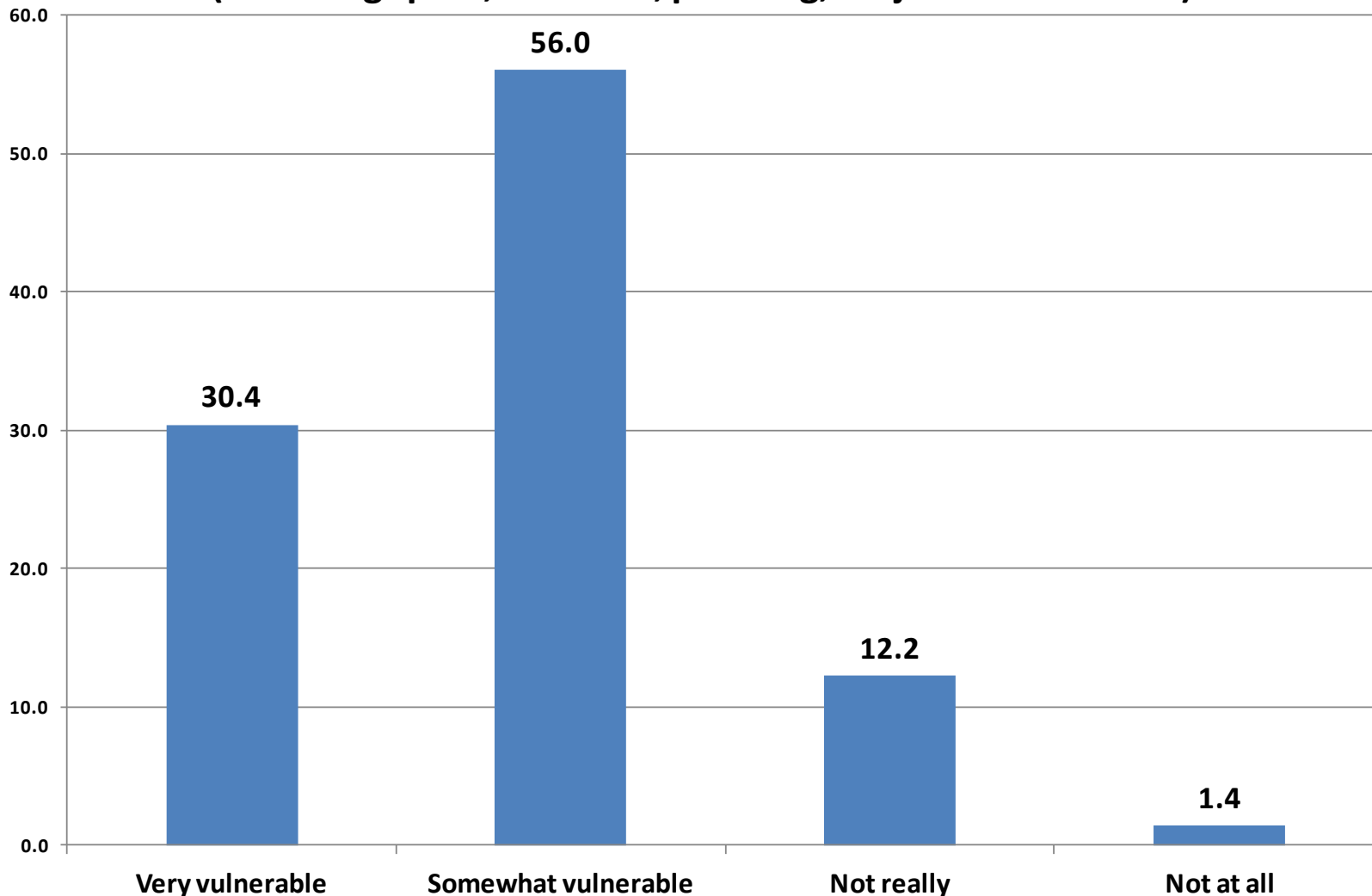
89% Say the Mobile Industry is Fair, Good or Excellent in Addressing Cybersecurity and Offering Solutions



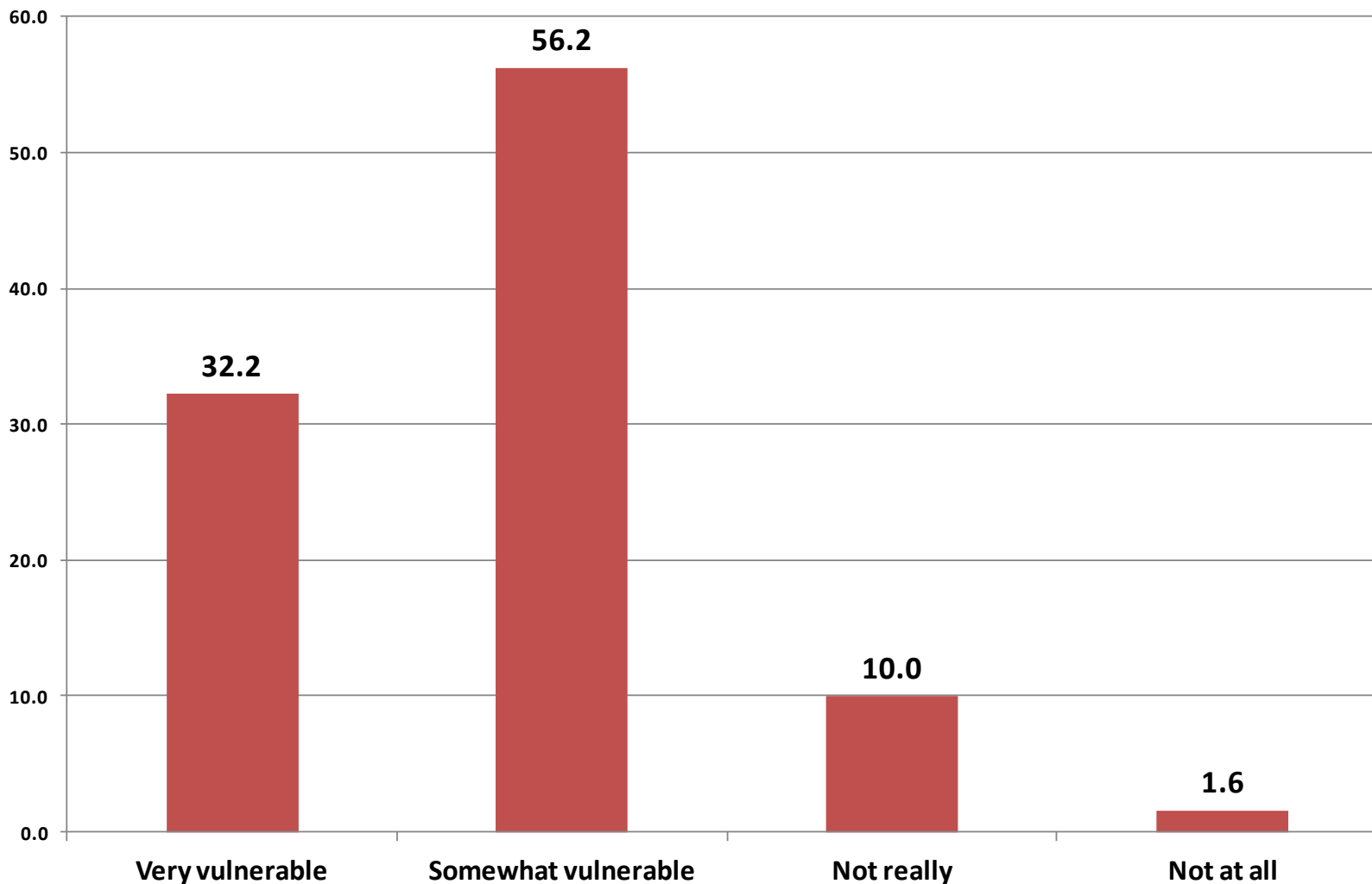
**95% Think Application Stores, Mobile Networks, Smartphone
Operating Systems and Applications Need to Work Together to
Provide End-to-End Cybersecurity**



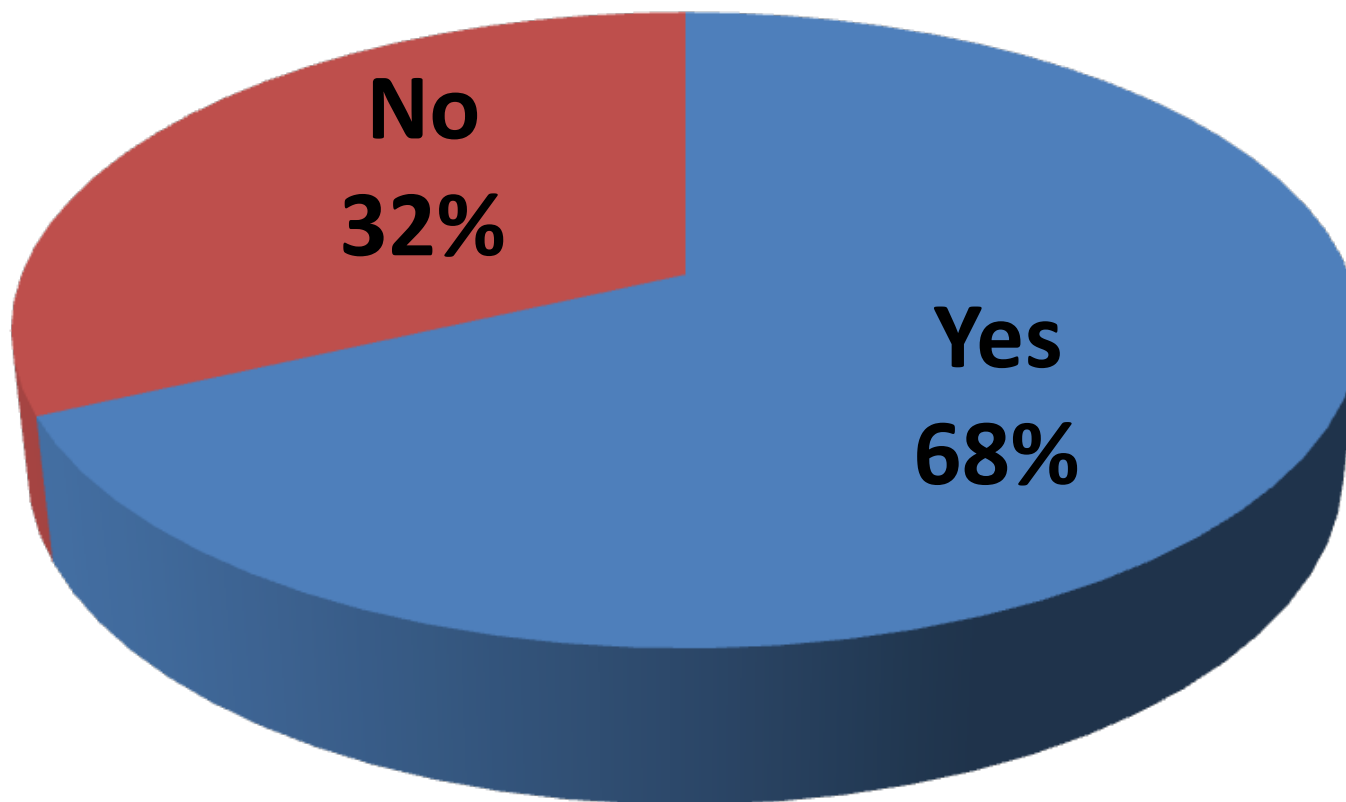
86% Say Smartphones are Vulnerable to Cybersecurity Attacks (including spam, malware, phishing, Trojans and botnets)



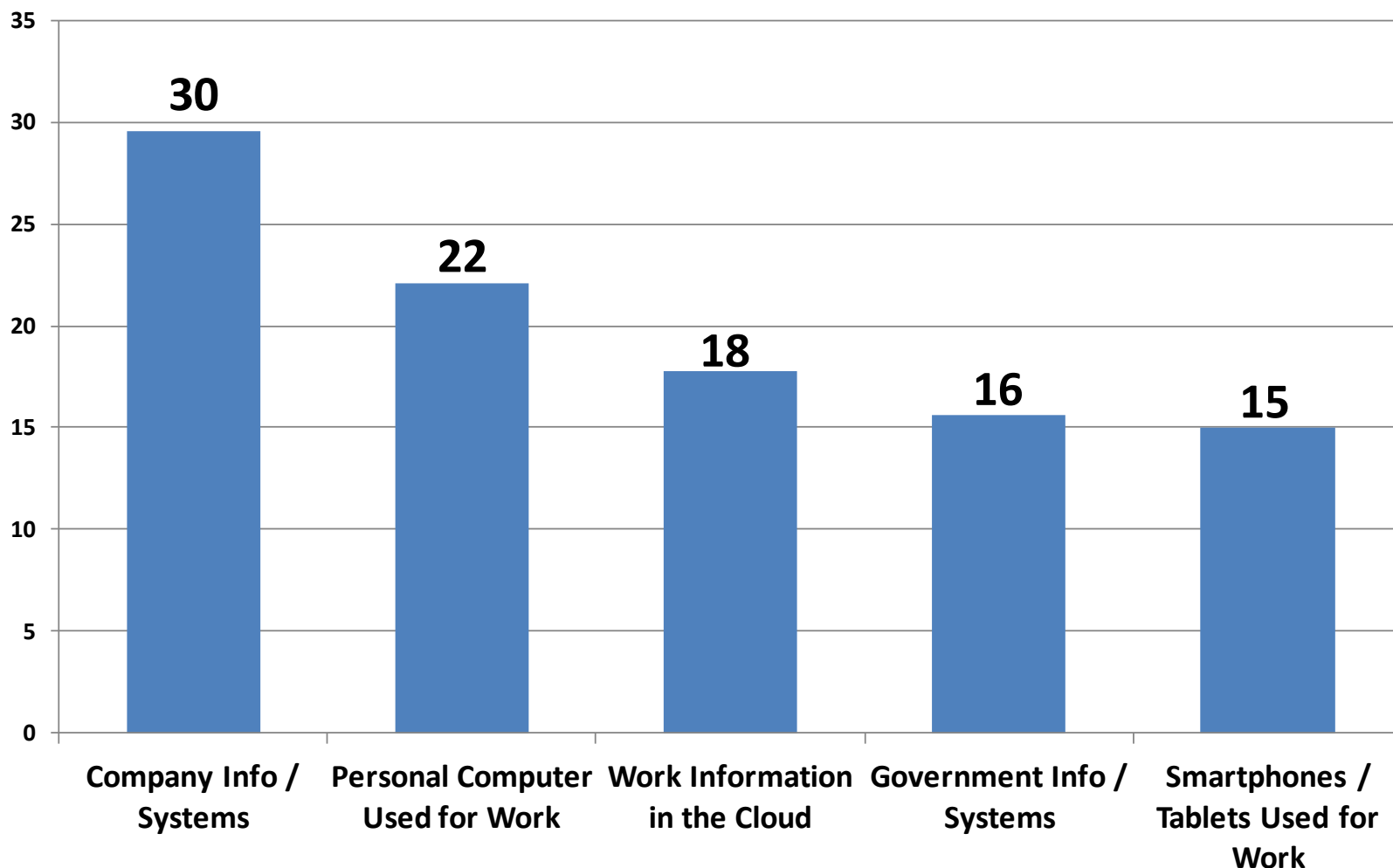
88% Say Tablets are Vulnerable to Cybersecurity Attacks (including spam, malware, phishing, Trojans and botnets)



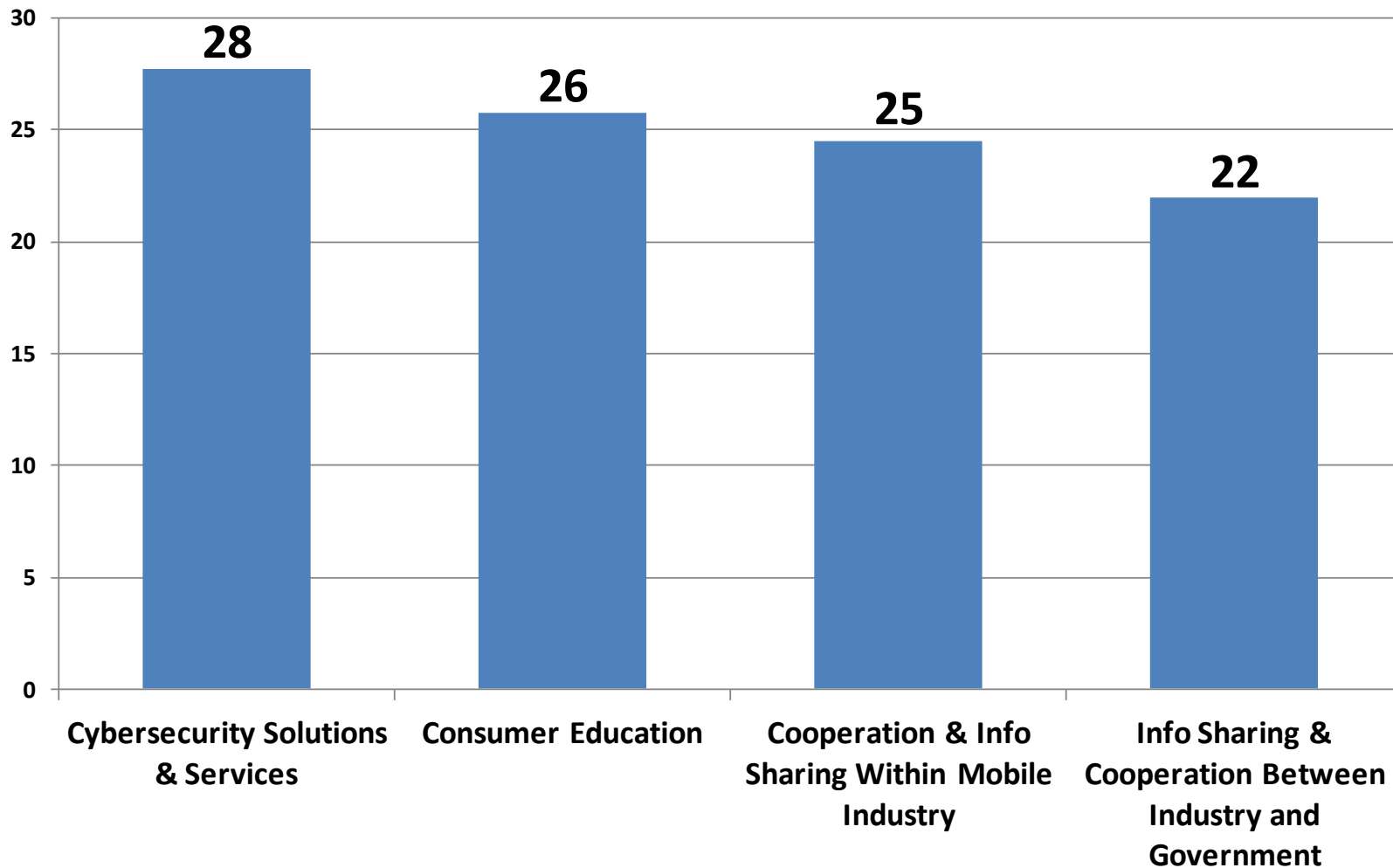
68% Think About Cybersecurity On a Mobile Device the Same Way as On a Personal Computer



The Relative Importance of Different Cybersecurity Challenges, Protection Against Hacking of:



The Relative Importance of Different Cybersecurity Issues, Lack of:



In Considering Your Current Mobile IT Strategy, What are Your Primary Pain-Points and Challenges?

	Most Important & Challenging	Important & Challenging	Least Important & Challenging	Important & Most Important / Challenging
Security	79.4	17.0	3.6	96.4
Cost & Expense	61.6	31.0	7.4	92.6
Choosing a Device & Platform	37.8	46.0	16.2	83.8
Integrating Mobile Into Existing Legacy Systems	40.0	43.6	16.4	83.6
Quantifying Return on Investment (ROI)	39.4	42.8	17.8	82.2
Choosing the Right Vendor / Wireless Partner	32.8	49.0	18.2	81.8
App Management	32.0	49.2	18.8	81.2
Determining Corporate Policy, Who Should Have, Who's Liable, Billing, Etc.	37.2	43.6	19.2	80.8
Help Desk Issues	23.4	51.6	25.0	75.0
Bring Your Own Device	16.8	37.8	45.4	54.6

For More Information:

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