

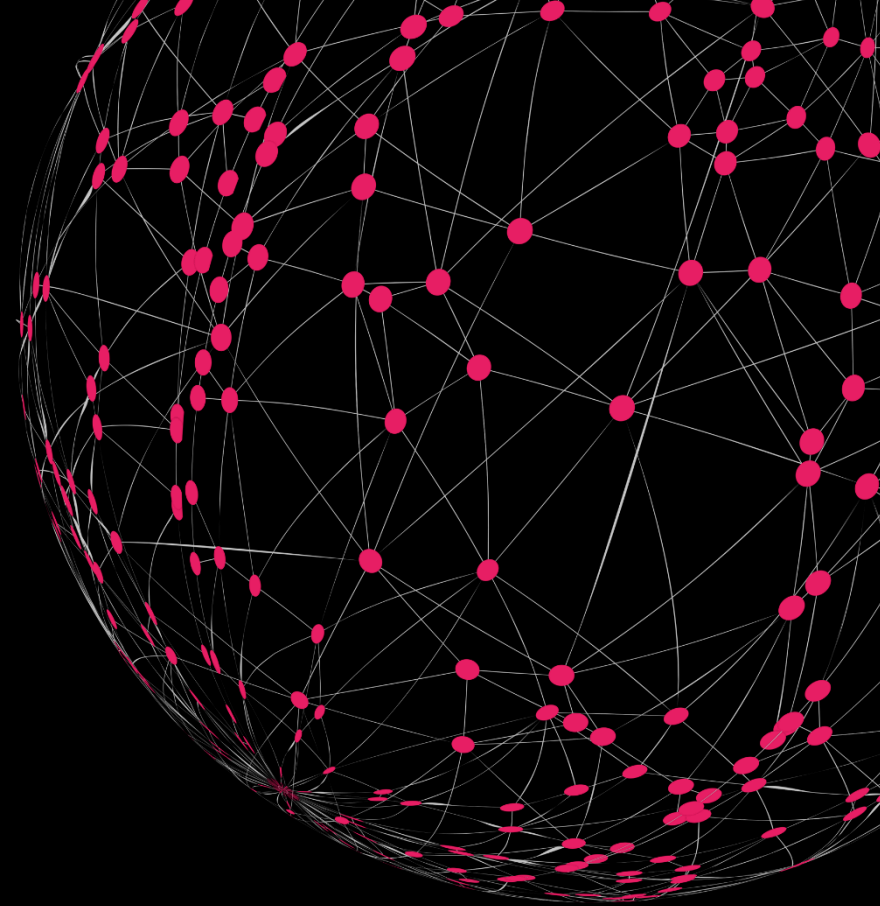


THE EMBEDDED SECURITY
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Consumer Attitude Towards IoT Security

11/21/2019

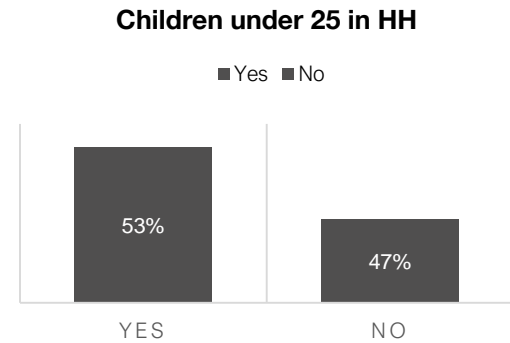
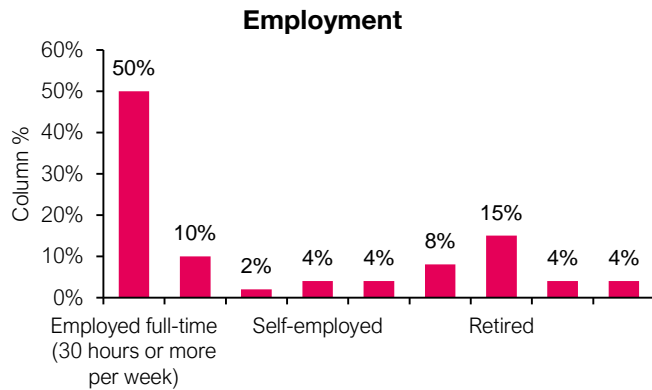
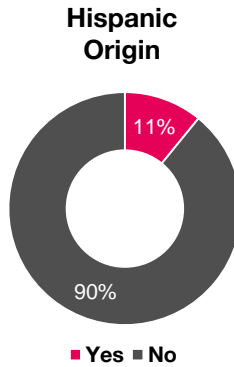
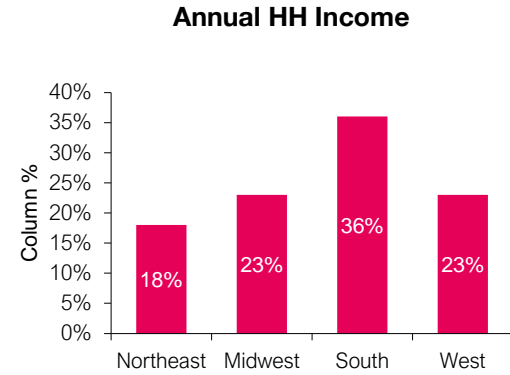
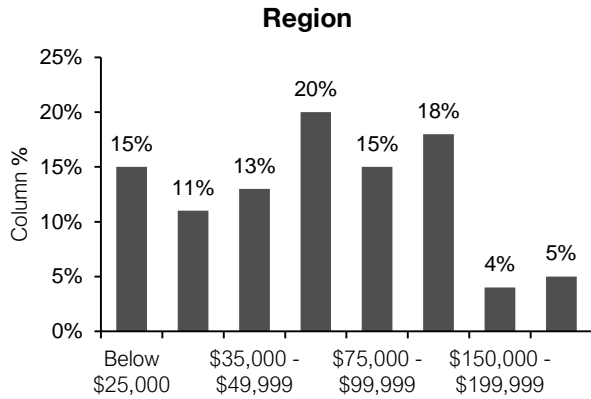
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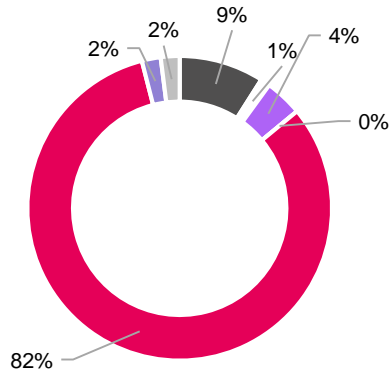
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Respondent Demographics



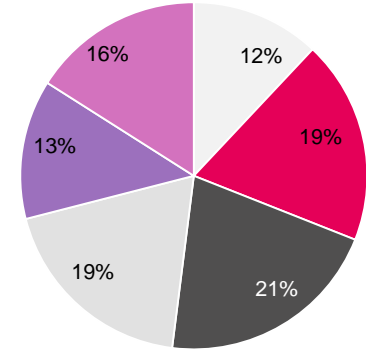
Ethnicity

- African American
- American Indian/Alaska Native
- Asian
- Native Hawaiian/Other Pacific Islander
- Caucasian
- Other Race
- Mixed Race



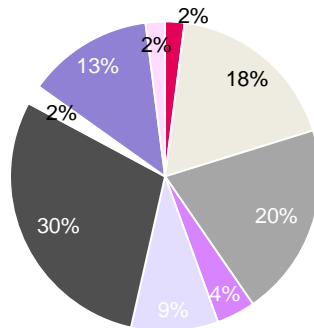
Age Groups

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+



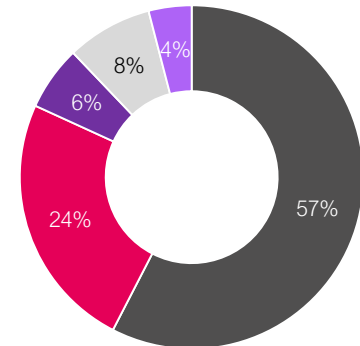
Education

- Some High School or less
- High School Graduate or equivalent (i.e., GED)
- Some college
- Technical/Vocational Degree
- Associate Degree
- Bachelors Degree
- Professional Degree (i.e., Teaching Credential, Legal Counsel, Physician's Assistant, etc.)



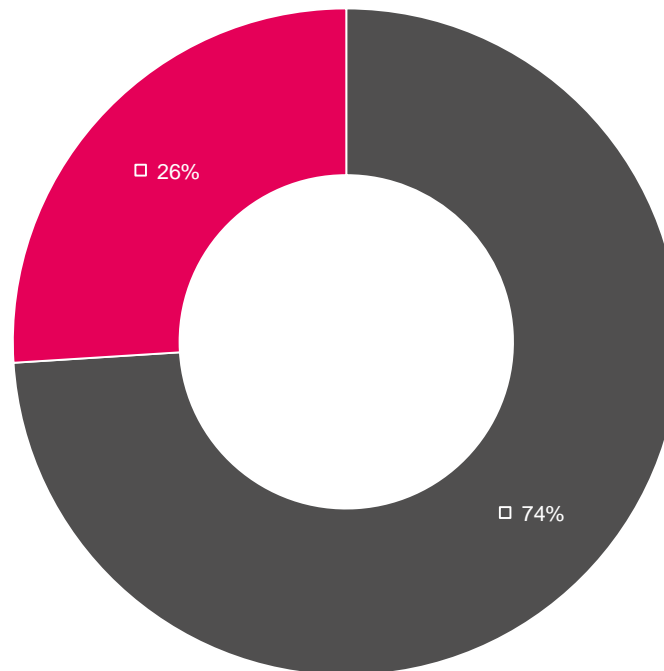
Marital Status

- Married
- Single, never married
- Living with a partner
- Divorced
- Widowed



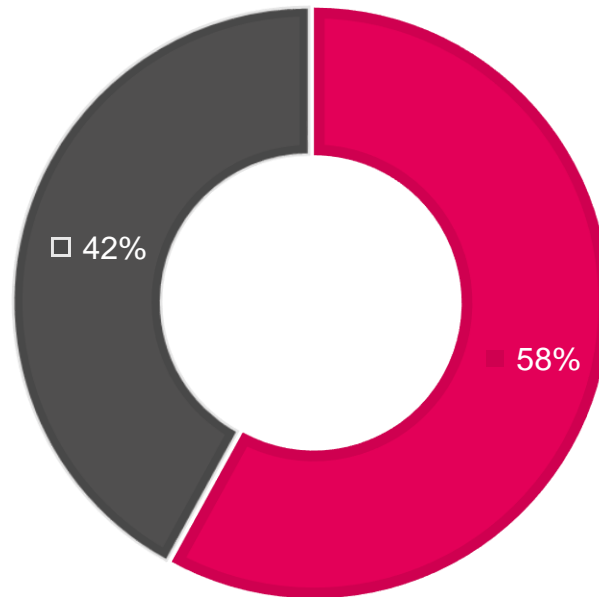
Q1 Do you expect your consumer IoT device (Alexa, smart refrigerator, connected camera) to be secured by the manufacturer and protected from hacks upon purchase with embedded security?

■ Yes ■ No



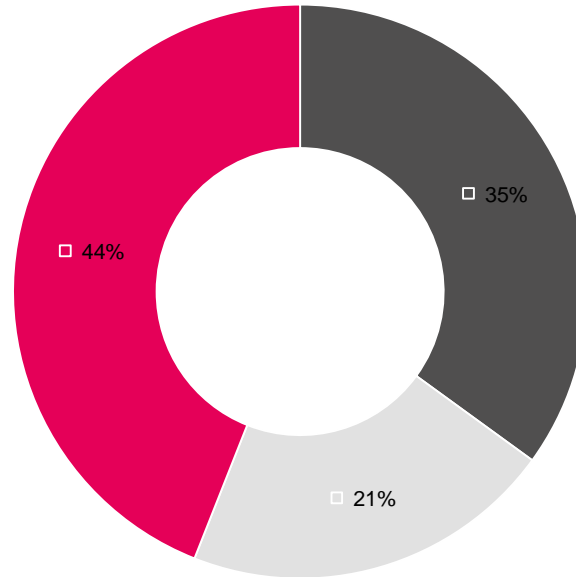
Q2 Do you consider an IoT device (Alexa, smart refrigerator, connected camera) secure if it needs over-the-air updates?

■ Yes ■ No



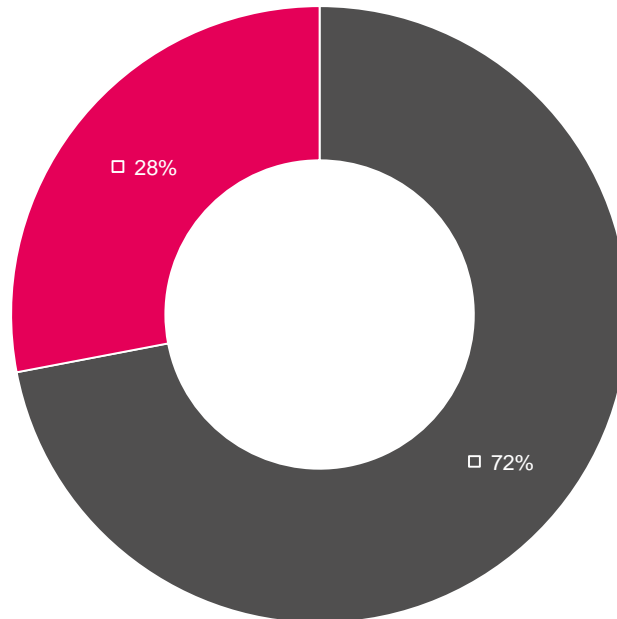
Q3 Do you regularly update your IoT devices (Alexa, smart refrigerator, connected camera) as you receive over-the-air updates?

■ Yes – right away ■ Yes – when I have time ■ No

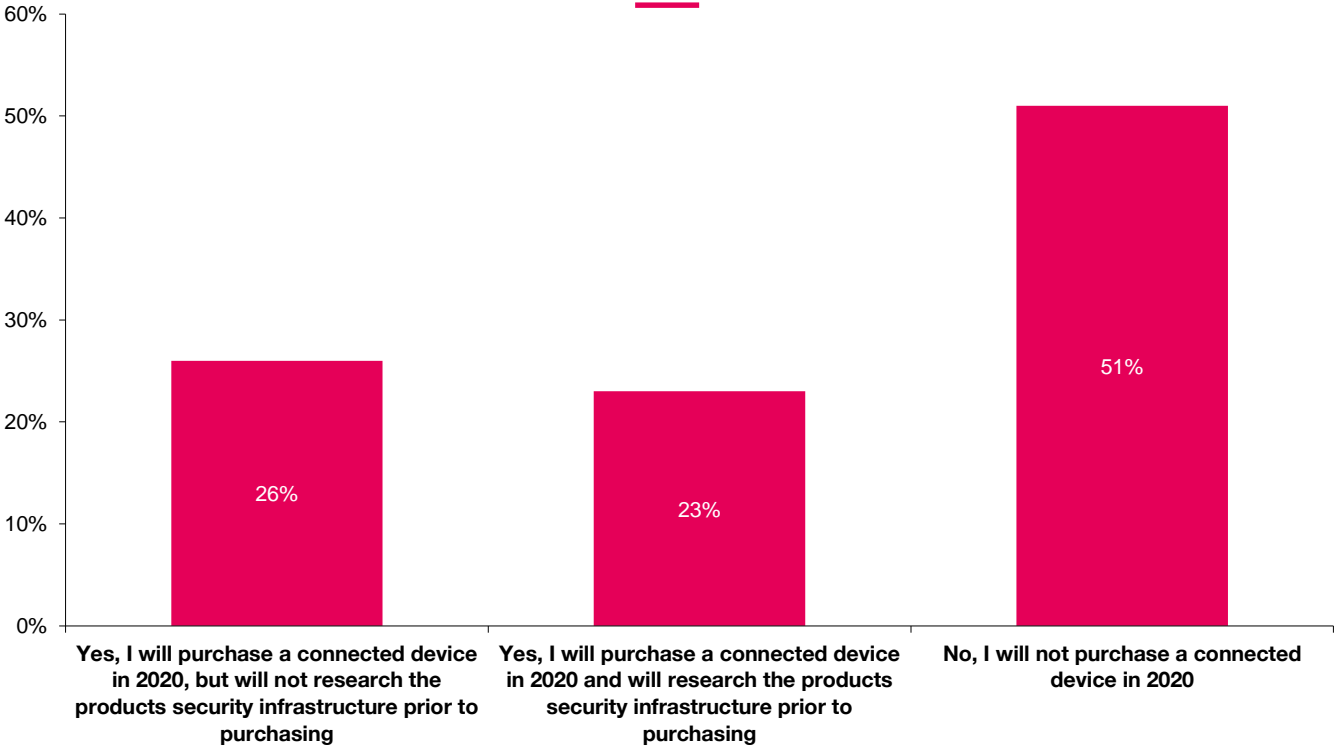


Q4 Would you walk away from using an IoT device if you found out there wasn't embedded security?

■ Yes ■ No

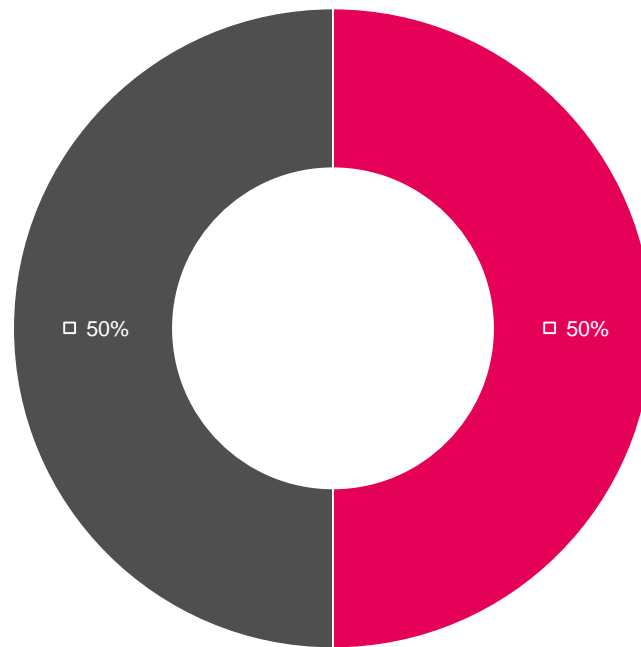


Q5 Do you plan to purchase a connected device (Alexa, smart refrigerator, connected camera) in 2020 and will you research the products security infrastructure prior to purchasing?



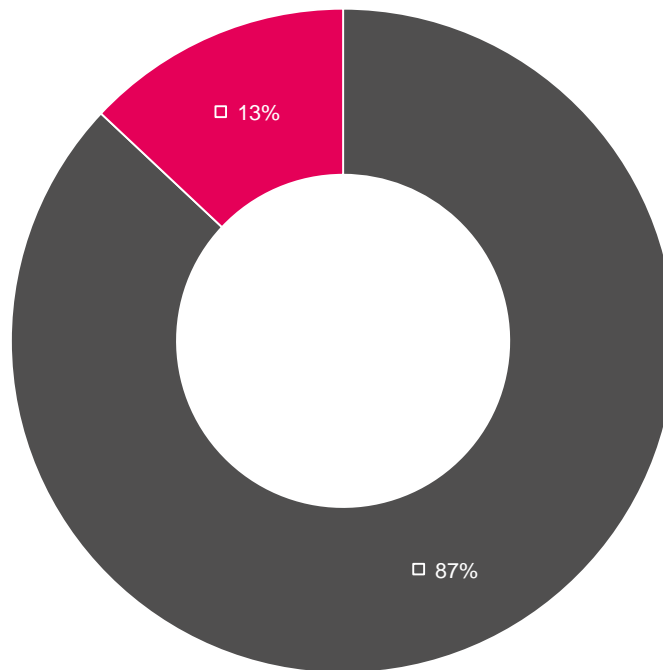
Q6 Are you more worried about your home being broken into or your connected device hacked?

■ Home being broken into ■ Connected device being hacked



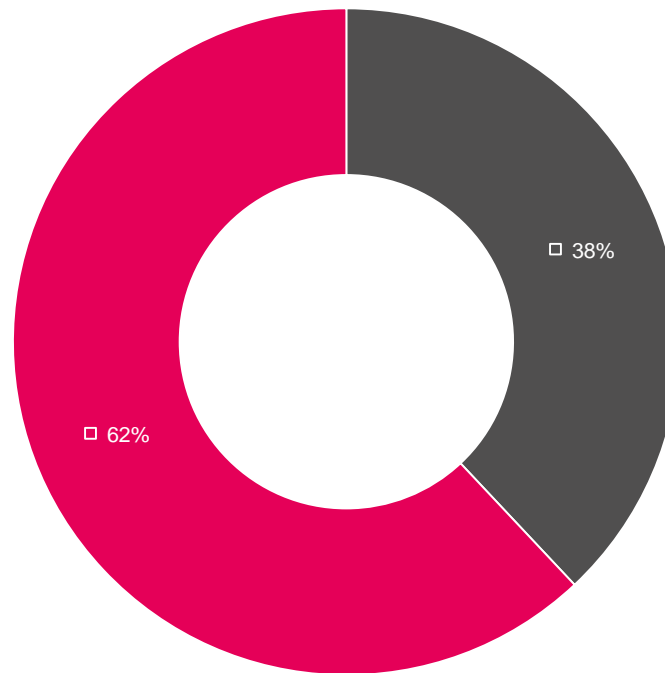
Q7 Do you think it is the responsibility of the connected device manufacturer to secure the product from hacks?

■ Yes ■ No



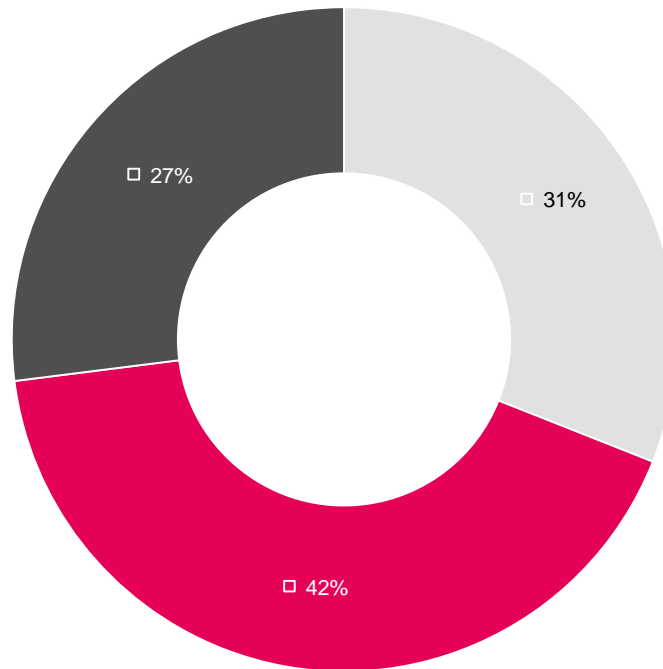
Q8 Do you use personal connected devices (smart watch, connected camera, tablet) on your work's enterprise?

■ Yes ■ No



Q9 Does your work's tech team know your connected devices (smart watch, connected camera, tablet) is accessing your work's enterprise?

■ Yes ■ No ■ Not sure



Q10 Do you think connected devices will be more or less of a target for hackers in five years?

- Connected devices will become more of a target for hackers in five years
- Connected devices will become less of a target for hackers in five years

