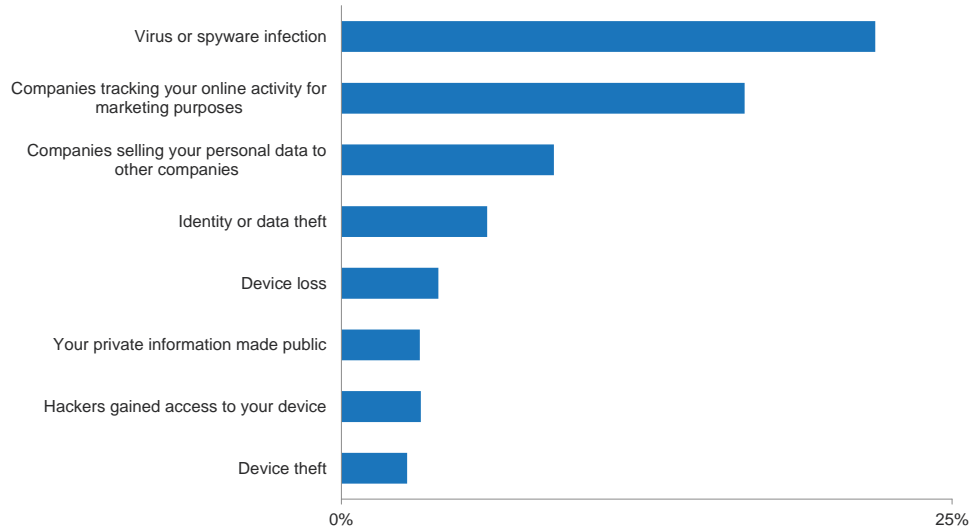


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SYNOPSIS

The Demand for Device & Network Security examines consumer experiences and concerns with device and network security. It also looks at the demand for security services including malware protection, data protection, identity theft protection, remote lock or erase, anonymity, and other privacy services.

Security/ Privacy-Related Problems Experienced in Past 12 Months
U.S. Broadband Households



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ANALYST INSIGHT

“Even though the majority of broadband households have not experienced the security and privacy problems associated with the use of connected devices, the high risks associated with security breaches have generated high consumer concerns. As consumer awareness of security and privacy problems increases, brands in the space must create systems and services that protect consumers from these problems and give consumers peace of mind to acquire and use these products.”

— **Patrice Samuels**, *Research Analyst*, **Parks Associates**

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Previous Research

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- Supporting the Smart Home (Q2/15)
- 360 View: Supporting the Connected Consumer (Q1/15)
- Tech Support: Meeting IoT Demands (Q1/15)
- Consumer Segmentation: Who is Buying Support Subscriptions? (Q4/14)
- Tech Support: International Market Opportunities (Q3/14)

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Additional Research from Parks Associates**ATTRIBUTES**

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