Measuring and Shifting Demand for ISP-Based Cybersecurity Solutions

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Demand for ISP-Based Cyber Security

• The present study aims to:
  – Quantify home internet users’ willingness to pay for ISP-based cyber security solutions
  – Quantify home internet users’ willingness to spend time on ISP-based cyber security solutions
  – Evaluate the differences in impact of fear and trust messaging on demand measures
  – Identify any impact on behavior based on survey language

• Pilot survey administered in February 2010 to a convenience sample of 20 home Internet users.
Lessons Learned

• 50% of people willing to pay for ISP-based security (mean = $5/month)
  – Highly correlated with trust of ISPs

• 45% of people willing to pay more to help ensure they don’t become botnets (mean = $2/month)

• 70% of people willing to spend time on security (mean = 27.5 minutes / month)
Next Steps

• Field survey to sample size of approximately 1,600 individuals through Comscore

• Full sample survey will use more sophisticated survey design – conjoint analysis:
  – time and dollar costs
  – impact on performance
  – allowance of monitoring,
  – allowance of access / traffic mitigation
  – impact on others
Additional Information

• If you would like additional information about this study, please contact:

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