



**2012 Geolocation Use and Concerns Survey
USA**

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www.isaca.org

*n=1,000 unless otherwise indicated

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1. How do you use each of the following types of smart devices (mobile devices that connect to the Internet such as smartphones, tablets or laptops)?

	Personal smart devices (n=652)	Work-issued smart devices (n=339)
Use for personal purposes only	44%	19%
Use for work purposes only	2%	27%
Use for both personal and work purposes	52%	50%
Don't know	2%	4%

Note: Questions 2-7 were answered by respondents who have a personal and/or work-issued smart device.

2. On which of the following devices do you access location-based apps and services? Select all that apply. (n=673)

Use any apps..... 73%

Use location-based apps 58%

On a personal device 49%

On a work-issued device 12%

I am not sure if the apps and services I use can track my location 6%

I do not use location-based apps or services 15%

I do not use any apps 24%
 Don't know 3%

3. Do you use location-based apps and services more or less than you did 12 months ago? (n=489)

More 32%
 Less..... 10%
The same.....35%
 I am not sure if the apps and services I use can track my location 7%
 I have never used location-based apps and services..... 15%
 Don't know 1%

4. Which of the following have you done on your smartphone, tablet or laptop? Select all that apply. (n=512)

Got directions that allowed the application to use my current location59%
 Tagged photos on a social media site or photo app (e.g., Facebook, instagram or dating sites)..... 44%
 Disabled location-based features on some apps and services 38%
 Accessed discounts and coupons from retailers based on my location 26%
 Checked in at a public place 26%
 Disabled location-based features on all apps and services..... 22%
 Shared my location with an online dating app 3%
 None of these..... 18%
 Don't know 1%

5. When downloading apps, would you say: (n=512)

I read the agreements and generally believe they are clear about the information being collected and how it will be used..... 23%
 I read the agreements and generally believe they are NOT clear about information being collected and how it will be used..... 25%
I don't read the agreements.....43%
 I don't download apps 8%
 Don't know 2%

6. Would you say that the risk of location-based apps and services outweighs the benefits, the benefits outweigh the risk, or the risk and benefits are balanced? (n=512)

The risk of location-based apps and services outweighs the benefits	22%
The benefits of location-based apps and services outweigh the risk	17%
The risk and benefits of location-based apps and services are appropriately balanced	54%
Don't know	7%

7. Which of the following are you MOST concerned about in relation to location-based apps and services? (n=512)

Strangers knowing too much about my activities.....	24%
My information being shared and used for marketing purposes.....	24%
Personal safety	21%
Government knowing too much about my activities.....	12%
Family and friends knowing too much about my activities	5%
Employer knowing too much about my activities.....	4%
I am not concerned about location-based apps and services	6%
Don't know	4%

Note: Percentages may not add up to 100 due to rounding.

About the 2012 ISACA Geolocation and Mobile Devices Survey

The ISACA Geolocation and Mobile Devices Survey helps gauge current individual attitudes and behaviors related to geolocation and mobile devices. The study is based on March 2012 polling by CARAVAN Research. Data was collected using a mixed source list that represents landline and cell phone numbers. At a 95 percent confidence level, the margin of error for the total sample is +/- 2.8 percent. View the full results at www.isaca.org/geolocation.