

# 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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