

# GLOBAL CONSUMER TRUST REPORT 2014

## CONSUMER ATTITUDES TOWARDS PRIVACY IN MOBILE APPS

### Exec summary

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**The mobile apps industry continues to go from strength to strength, as consumers embrace both paid and freemium models on the world's leading app stores.**

However, negative news stories continue to raise privacy concerns about the way apps harvest personal information.

Equally, chatrooms are rife with cases of consumers tricked into downloading fraudulent apps that steal data.

No wonder, then, that trust emerges from this survey as the biggest obstacle to mobile commerce.

When asked why they don't make more mobile purchases, 40 per cent of mobile media users blame a lack of trust, up from 35 per cent in 2013 and 27 per cent in 2011.

Trust issues are most prevalent among over 35s and smartphone users, and those living in growth markets.

This lack of trust doesn't just affect purchases. 37 per cent of consumers claim it prevents them using apps once they've installed them on their phone.

Which makes it all the more surprising that more consumers don't take action to protect their privacy. Just 31% read reviews at an app store, and this was the most popular way of finding out about privacy implications.

The report examines how global consumers of mobile content and commerce are affected by trust. The 13-country survey of 10,000 mobile media users breaks trust down into three constituent parts:



Privacy



Transparency



Security

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### Key findings

30 per cent of mobile media users cite trust as the single largest obstacle to using mobile to purchase goods and services

42 per cent think it's extremely important to know that an app is collecting and sharing data.

Transparency is particularly important to mobile users in the UK (63 per cent), the USA (65 per cent) and the highest spending mobile users (50 per cent).

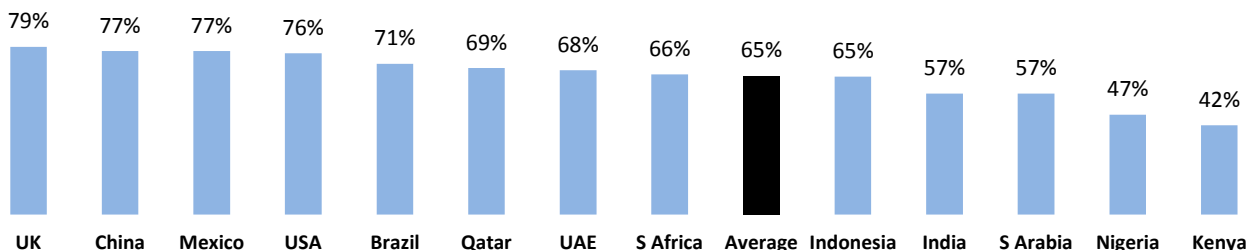
74 per cent say malware makes them more cautious when downloading apps, or will make them more cautious now they understand what it is.

## Key findings

### Privacy



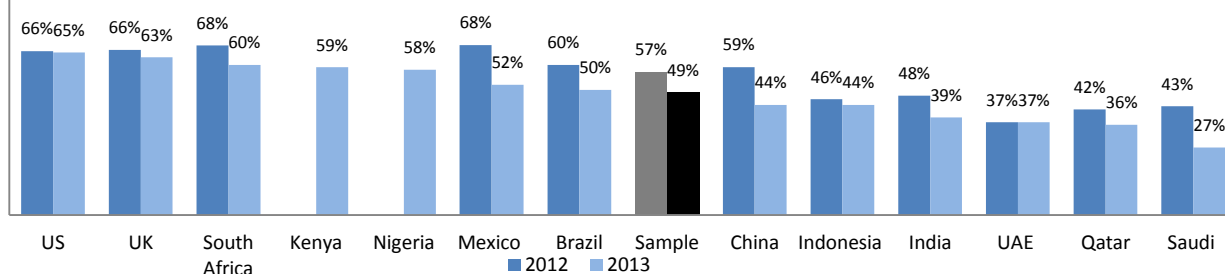
Two thirds of consumers (65 per cent) say they are not happy sharing their personal information with an app. This is especially true of women, over 35s and smartphone users. 16 per cent claim that sharing too much personal information prevents them purchasing via their mobile device.



### Transparency



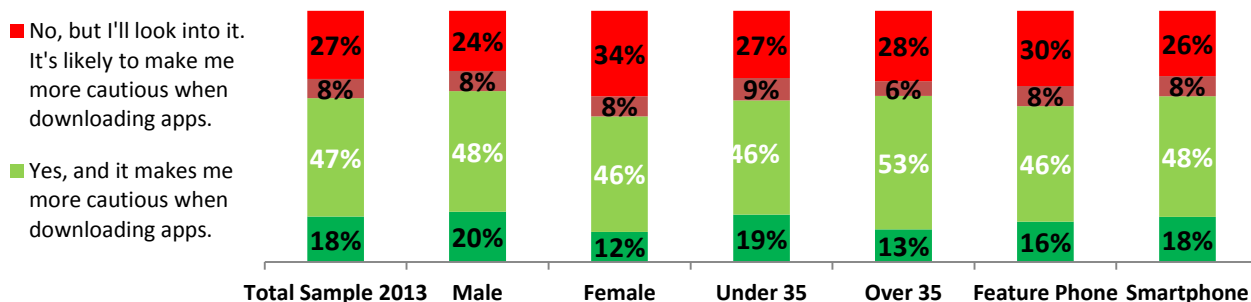
42% said it was *extremely* important to know a company was sharing information, a slight reduction on last year. Women, over 35s and US/UK consumers remain most concerned by transparency.



### Security



Globally, 65 per cent are aware of the threat of malware (apps that pretend they are something they are not). 74 per cent say malware makes them more cautious when downloading apps.



## About the report

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Commissioned by MEF, and produced in association with AVG, the survey was carried out by On Device Research in Q3 2013, and questioned 10,000 mobile media users in 13 countries, namely: US, UK, China, South Africa, Nigeria, Kenya, Indonesia, India, Brazil, Mexico, UAE, Qatar and Kingdom of Saudi Arabia. The full Global Consumer Trust Report is available for free to MEF members only. The study is part of MEF's annual Global Consumer Survey which digs deep into consumer trends and attitudes, providing insight and analysis on the wider mobile content and commerce industry. Both reports are available to download at [www.mefmobile.org](http://www.mefmobile.org).

MEF is the global community for mobile content and commerce. It is the leading trade body for companies wishing to engage consumers and monetize their goods, services and digital products via the mobile connected device. MEF provides competitive advantage to its diverse membership, shapes industry growth, connects thought leaders and spearheads ground-breaking initiatives which explore and promote monetization opportunities.

With global headquarters in London and operational chapters and offices in Africa, Asia, EMEA, Latin America, Middle East and North America, MEF is a member network with global reach and strong local representation, ideally placed to drive market growth. Established in 2000, MEF provides an impartial, consistent and powerful voice for the foremost companies and entrepreneurs from across the mobile content and commerce value chain.



AVG's mission is to simplify, optimize and secure the Internet experience, providing peace of mind to a connected world. AVG's powerful yet easy-to-use software and online services put users in control of their Internet experience. By choosing AVG's software and services, users become part of a trusted global community that benefits from inherent network effects, mutual protection and support. AVG has grown its user base to 177 million active users as of December 31, 2013 and offers a protection, performance and privacy products and services suite to consumers and small businesses including Internet security, performance optimization, mobile security, online backup, identity protection and family safety software. [www.avg.com](http://www.avg.com)

Company profile:

<http://www.avg.com/us-en/company-profile>



On Device Research is a research company that gathers responses on mobile devices - so far we've sent over 2.3 million surveys across 53 countries.

By conducting research on mobile phones and tablet computers we can reach consumers wherever they are, at any time and in any location.

Mobile research also brings fresh, instant responses that accurately capture consumers' feelings, thoughts and opinions. For more information visit [www.ondicere.com](http://www.ondicere.com)