



2009 NCSA / Symantec Small Business Study

National Cyber Security Alliance

Symantec

Zogby International

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1. What is the size of your company in number of employees?

1-9	80%
10-25	10%
26-50	5%
51-100	3%
101-200	1%
More than 200	1%

2. What is the size of your company in annual revenue?

\$0-\$249,000	56%
\$250,000-\$499,000	11%
\$500,000- \$999,000	8%
\$1 million- \$5 million	11%
More than \$5 million	5%
Not Sure/Refuse	9%

3. What percentage of your employees use the Internet every day?

1%-25%	16%
26%-50%	5%
51%-75%	5%
76%-100%	66%
None	6%
Not sure	3%

4. What do your employees use the Internet for? (Choose all that apply)

	General Survey
Communications	75%
Research	70%
Communications with vendors/business partners	63%
Managing financial and accounting	40%
Procurement	38%
Managing a database	34%
Other	22%
Not Sure	6%

5. Do you have a Web site for your business?

Yes	58%
No	41%
Not Sure	0%

6. What can customers/potential customers do on your site?

Find product information	84%
Request customer service	61%
Provide feedback on products and services	42%
Make an appointment for a service call	32%
Make a purchase	30%
Make a payment for service	18%
Access an online service such as a proprietary database or manage an account	13%
Download a product (software or other product)	10%
Other	11%
Not Sure	7%

7. Do you manage your company's Web site in house or is it outsourced?

In house	65%
Outsourced	34%
Not sure	1%

8. Do you advertise your services elsewhere on the web other than your own website?

Yes	35%
No	64%
Not sure	1%

9. How dependent on the Internet is your business for its day-to-day operations?

Very dependent	34%	Dependent	59%
Somewhat dependent	24%		
Not very dependent	21%	Not dependent	41%
Not at all dependent	21%		
Not sure	0%		

10. Do you have an internal IT manager whose job is solely focused on IT? (i.e. backing up information, managing email accounts and website, updating their software, troubleshooting technology-related issues, etc.)

Yes	14%
No	86%
Not sure	0%

11. Who is responsible for IT at your businesses then?

Myself	59%
Outside IT consultant	15%
IT-savvy employee	11%
No one	9%
Outsource to service provider	6%
Technology reseller or IT resale partner	1%
Not sure	0%

12. Does your company have a formal Internet security policy?

Yes	28%
No	70%
Not sure	3%

(Asked of respondents who have an Internet security policy)

13. How confident are you that your employees are aware of your formal Internet security policy and practices?

Very confident	76%	Confident	96%
Somewhat confident	21%		
Not very confident	3%	Not confident	4%
Not at all confident	1%		
Not sure			

14. Do you have a privacy policy that your employees must comply with when they handle customer information?

Yes	66%
No	33%
Not sure	2%

15. What type of sensitive information does your business typically handle? (Choose all that apply)

Customer data	65%
Financial record and reports	43%
Credit card information	33%
Privacy information (patient data, personal information)	30%
Employee personal data	28%
Intellectual property (patent, design document)	22%
Other	12%
None/Not sure	13%

16. Do all of your employees have access to the same information on your network?

Yes	42%
No	56%
Not sure	2%

17. How critical would you say that Internet security is to your business's success?

Very critical	33%	Critical	65%
Somewhat critical	32%		
Not very critical	20%	Not critical	34%
Not at all critical	15%		
Not sure	1%		

18. How often do you have the person or people responsible for IT check your company's computers to ensure that anti-virus, anti-spyware, firewalls and operating systems are up-to-date?

Weekly	53%
Monthly	19%
Annually	9%
Never	11%
Not sure	8%

19. Do you provide training to your employees on how to use the Internet safely and securely?

Yes	38%
No	59%
Not sure	2%

20. On average, how many hours of Internet security training do you provide per employee annually?

One hour or less	18%
One to three hours	30%
Three to five hours	15%
Five to eight hours	9%
More than eight hours	17%
Not sure	12%

21. Is the Internet security training mandatory?

Yes	76%
No	21%
Not sure	3%

22. Do you have workplace signage that helps keep IT security and Internet safety awareness top of mind for your employees?

Yes	9%
No	90%
Not sure	1%

23. Do you have workplace signage that helps keep IT security and Internet safety awareness top of mind for your employees?

Yes	9%
No	90%
Not sure	1%

24. Which of the following Internet network usage policies does your business have in place? (Choose all that apply)

Employee responsibilities for protecting customer data	35%
Employee responsibilities for protecting company data	33%
Employee responsibilities for protecting personal data	28%
Clarification of what Web sites and Web services employees can use	13%
All of these	26%
None on these	35%
Not sure	5%

25. What are your company's primary sources for information regarding online safety and security? (Choose all that apply)

Web site of software or hardware vendor	35%
Peer (other business owner or trusted professional)	29%
Internal IT professional	24%
Other companies that provide services to small business	20%
Technology publication website	13%
Trade association newsletter	10%
Trade association website	9%
Social Media (Small business forums)	6%
Website of a nonprofit group	6%
Local business association	6%
Government website	5%
Not sure	26%

26. When you think about the kinds of things that can happen while your employees are on the Internet, what are you most concerned about?

Viruses	36%
Spyware/malware	16%
Loss of data	12%
ID theft	7%
Loss of customer information	6%
Seeing objectionable content	2%
Other	2%
No concerns	16%
Not sure	3%

27. Given the measures you have taken, how safe do you think your company is from hackers, viruses, malware or a cyber security breach?

Very safe	34%	Safe	92%
Somewhat safe	58%		
Not very safe	4%	Not safe	5%
Not at all safe	1%		
Not sure	4%		

28. Do you have a wireless router at your office?

Yes	62%
No	36%
Not sure	2%

29. Can you log onto your wireless network without entering a password?

Yes	23%
No	74%
Not sure	2%

30. What percentage of your employees takes a laptop or PDA that has company info home/off site at night?

1-25%	16%
26-50%	4%
51-75%	2%
76%-90%	2%
More than 90%	8%
None	67%
Not sure	1%

31. Do your employees access company files or data remotely from mobile devices (laptop, smart phone)?

Yes	24%
No	75%
Not sure	1%

32. Can your employees work from their home computers or access company information from their personal mobile devices (access network, applications, email etc)?

Yes	32%
No	66%
Not sure	1%

33. Which of the following security solutions do you implement for your network and data when accessed remotely?

We use a security solution such as VPN	30%
We use an encryption solution for critical data	20%
Other	13%
We don't use security solutions on remotely accessed data	22%
Not sure	15%

34. Would you know if your computer network was compromised (i.e. infected with a virus, private information stolen, etc.)?

Yes	66%
No	9%
Not sure	25%

35. How strongly do you agree or disagree that if your company suffered a security breach, would you let your customers know about it?

Strongly agree	47%	Agree	69%
Somewhat agree	21%		
Somewhat disagree	7%	Disagree	16%
Strongly disagree	9%		
Not sure	16%		

36. Are you more concerned about an internal threat to your company such as an employee, ex-employee, or contractor/consultant stealing data, or an external threat such as a hacker or cybercriminal stealing data?

External threat	48%
Internal threat	10%
Both	10%
Neither	28%
Not sure	4%

37. How satisfied are you with the amount of security you provide to protect customer or employee data?

Very satisfied	56%	Satisfied	93%
Somewhat satisfied	37%		
Somewhat dissatisfied	2%	Dissatisfied	3%
Very dissatisfied	1%		
Not sure	4%		

38. Do you let your customers and partners/suppliers know what you do to protect their information or data?

Yes	34%
No	60%
Not sure	7%

39. Which of the following best describes the steps you take to protect customer and employee data?

We have multiple layers of computer security	43%
We have a minimal threshold of security	20%
We don't take any steps to protect customer or employee data	6%
We rely on someone outside the company take care of it for us	10%
Other	13%
Not sure	8%

40. Do you use encryption for your customer data?

Yes	27%
Considered it, but never implemented	9%
No	52%
No, but would be interested in it	3%
Not sure	9%

41. How strongly do you agree or disagree that your customers are concerned about the IT security of your business?

Strongly agree	15%	Agree	42%
Somewhat agree	28%		
Somewhat disagree	20%	Disagree	46%
Strongly disagree	26%		
Not sure	11%		

42. If you conduct commerce online, have you limited any portion of it because of security issues?

Yes	18%
No	36%
Do not conduct commerce online	43%
Not sure	4%

43. Do you think your company's data is safer or less safe than it was 12 months ago?

Safer	30%
Less safe	7%
About the same	58%
Not sure	5%

44. Which of the following best describes your thoughts on cyber security?

Cost of doing business	56%
A nice thing to have	21%
Overhead	5%
Competitive differentiator	3%
None/Not sure	16%

45. Which anti-virus/security software came pre-bundled on your computers?

Norton	25%
McAfee	18%
Symantec	9%
AVG	6%
Microsoft	6%
Trend Micro	3%
Kaspersky	1%
Cisco	0%
Other*	10%
Not sure	21%

46. If you had extra money to put toward improving your company's software infrastructure, which area would you consider most important?

Back-up	25%
System recovery	17%
Information security	14%
Data loss prevention	10%
Going green	3%
Software patching/updating	2%
OS migration	2%
Asset discovery and tracking	1%
User assistance, system diagnostics and repair	1%
Software license audit and compliance	0%
Other	3%
None/Not sure	23%

47. What vendor website do you use most frequently to make your purchases?

Norton	10%
McAfee	10%
Microsoft	10%
AVG	7%
Symantec	6%
Trend Micro	2%
Kaspersky	2%
Computer Associates	1%
Cisco	1%
Commvault	0%
Other*	14%
Not sure	38%