



## **NATIONAL SMALL BUSINESS STUDY**

The National Cyber Security Alliance has conducted a new study with Visa Inc. to analyze small business' cyber security practices and attitudes. The Zogby-463 polled nearly 1,000 small business owners. The poll has a margin of error is +/- 3.2 percentage points.

### **Computer Security Polling Results**

- Small businesses store important company related data on their computer systems:
  - 65% store customer data
  - 43% store financial records
  - 33% store credit card information
  - 20% have intellectual property and other sensitive corporate content online
- 85% believe small businesses are less of a cybercrime target than large companies.
- 54% believe they are more prepared to secure sensitive customer and corporate data than large businesses.

### **Data Protection Polling Results**

- Only 36% have run a criminal background check on employees that handle payment data.
- Only 43% are confident that their business is protected against data thieves.
- 53% of all small business owners believe the high cost in time and money to fully secure their business is not justified by the threat.
- 75% said their employees receive less than three hours of network and mobile device security in the past year, with 47% saying their employees do not receive any security training.
- Only 43% have a plan in place to respond to the loss of customer data, such as credit or debit card information or personal identifying data.
- Only 40% have a corporate policy preventing employees from connecting company devices to unsecured wireless networks.
- 84% agree that they have the policies and procedures in place for keeping data and computer systems secure.

The demographic makeup of the small business polled focused on number of employees and revenue. 86 percent of those polled were companies with one-to-nine employees, nine percent had 10-25 employees, three percent had 26-50 employees and two percent had more than 51 employees. In terms of revenue, 58 percent had annual revenue of \$249,000 or less, 12 percent have revenue of \$250,000-\$499,000, eight percent have revenue of \$500,000 to \$1 million, 12 percent have revenue between \$1 million and \$5 million and three percent have revenues exceeding \$5 million.