

Zogby Analytics Online Survey of Small Business Decision Makers
9/27/19 - 9/30/19 MOE +/- 3.1 Percentage Points

1. Do you think your business is a likely target for cybercriminals?

	Total		S1. Which of the following best describes your position?													
			Director		CXO (any Chief Officer)		Administrator		President		Vice president		Owner or partner		Other company officer with decision making responsibilities	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very likely	461	45.8	151	53.7	58	63.7	78	50.0	16	45.7	33	46.5	71	41.8	54	26.7
Somewhat likely	426	42.3	108	38.4	25	27.5	51	32.7	17	48.6	30	42.3	80	47.1	115	56.9
Not at all likely	119	11.8	22	7.8	8	8.8	27	17.3	2	5.7	8	11.3	19	11.2	33	16.3
Total	1006	100.0	281	100.0	91	100.0	156	100.0	35	100.0	71	100.0	170	100.0	202	100.0

	S2. How many employees are in your company?										Region - Headquarters							
	1 - 10 employees		11 - 50 employees		51 - 100 employees		101 - 250 employees		251 - 500 employees		East		South		Centr GrLks		West	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very likely	20	15.3	62	28.6	117	55.7	126	58.3	136	58.6	102	42.7	163	50.5	100	42.6	96	45.9
Somewhat likely	71	54.2	125	57.6	75	35.7	77	35.6	78	33.6	111	46.4	127	39.3	105	44.7	83	39.7
Not at all likely	40	30.5	30	13.8	18	8.6	13	6.0	18	7.8	26	10.9	33	10.2	30	12.8	30	14.4
Total	131	100.0	217	100.0	210	100.0	216	100.0	232	100.0	239	100.0	323	100.0	235	100.0	209	100.0

	S3. What best describes your company's primary industry?																																													
	Aerospace and Defense		Automotive Manufacturing		Business Services / Consulting		Software Products or Services		Financial Services		Healthcare		Hospitality		Life Sciences / Pharmaceuticals		Oil, Gas and Energy		Mining and Natural Resources		Manufacturing		Media, Marketing or Advertising		Construction and Engineering		Public Sector or Government		Education or Non-Profit		Retail		Telecommunications		Transportation		Utilities		Wholesale		Information Technology		Real Estate		Other	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%				
Very likely	4	57.1	14	58.3	31	36.5	53	58.9	53	63.9	28	33.3	24	34.8	3	42.9	6	50.0	2	40.0	32	45.7	5	25.0	60	44.8	16	57.1	34	35.1	38	47.5	18	69.2	9	37.5	6	85.7	7	41.2	9	75.0	4	28.6	5	45.5
Somewhat likely	2	28.6	8	33.3	48	56.5	33	36.7	28	33.7	40	47.6	29	42.0	2	28.6	6	50.0	2	40.0	26	37.1	12	60.0	61	45.5	11	39.3	48	49.5	33	41.3	6	23.1	10	41.7	1	14.3	6	35.3	2	16.7	7	50.0	5	45.5
Not at all likely	1	14.3	2	8.3	6	7.1	4	4.4	2	2.4	16	19.0	16	23.2	2	28.6			1	20.0	12	17.1	3	15.0	13	9.7	1	3.6	15	15.5	9	11.3	2	7.7	5	20.8			4	23.5	1	8.3	3	21.4	1	9.1
Total	7	100	24	100	85	100	90	100	83	100	84	100	69	100	7	100	12	100	5	100	70	100	20	100	134	100	28	100	97	100	80	100	26	100	24	100	7	100	17	100	12	100	14	100	11	100

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2. How much of a priority is cybersecurity to your business?

	Total		S1. Which of the following best describes your position?															
	n		Director		CXO (any Chief Officer)		Administrator		President		Vice president		Owner or partner		Other company officer with decision making responsibilities			
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%		
High priority	628	62.4	190	67.6	65	71.4	101	64.7	24	68.6	42	59.2	102	60.0	104	51.5		
Somewhat of a priority	283	28.1	73	26.0	22	24.2	43	27.6	9	25.7	20	28.2	53	31.2	63	31.2		
Low priority	85	8.4	16	5.7	3	3.3	9	5.8	2	5.7	9	12.7	14	8.2	32	15.8		
Not a priority	10	1.0	2	.7	1	1.1	3	1.9					1	.6	3	1.5		
Total	1006	100.0	281	100.0	91	100.0	156	100.0	35	100.0	71	100.0	170	100.0	202	100.0		

	S2. How many employees are in your company?										Region - Headquarters							
	1 - 10 employees		11 - 50 employees		51 - 100 employees		101 - 250 employees		251 - 500 employees		East		South		Centr GrLks		West	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
High priority	51	38.9	107	49.3	147	70.0	155	71.8	168	72.4	154	64.4	208	64.4	137	58.3	129	61.7
Somewhat of a priority	50	38.2	78	35.9	53	25.2	49	22.7	53	22.8	70	29.3	87	26.9	68	28.9	58	27.8
Low priority	28	21.4	29	13.4	8	3.8	11	5.1	9	3.9	14	5.9	25	7.7	27	11.5	19	9.1
Not a priority	2	1.5	3	1.4	2	1.0	1	.5	2	.9	1	.4	3	.9	3	1.3	3	1.4
Total	131	100.0	217	100.0	210	100.0	216	100.0	232	100.0	239	100.0	323	100.0	235	100.0	209	100.0

	S3. What best describes your company's primary industry?																																													
	Aerospace and Defense		Automotive Manufacturing		Services / Consulting		Software Products or Services		Financial Services		Healthcare		Hospitality		Life Science / Pharmaceuticals		Oil, Gas and Energy		Mining and Natural Resources		Manufacturing		Media, Marketing or Advertising		Construction and Engineering		Public Sector or Government		Education or Non-Profit		Retail		Telecommunications		Transportation		Utilities		Wholesale		Information Technology		Real Estate		Other	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%						
High priority	7	100	11	45.8	52	61.2	71	78.9	66	79.5	50	59.5	32	46.4	4	57.1	8	66.7	3	60.0	39	55.7	9	45.0	83	61.9	19	67.9	53	54.6	54	67.5	19	73.1	12	50.0	4	57.1	11	64.7	10	83.3	5	35.7	6	54.5
Somewhat of a priority			13	54.2	25	29.4	14	15.6	15	18.1	27	32.1	20	29.0	2	28.6	4	33.3	1	20.0	23	32.9	9	45.0	37	27.6	7	25.0	34	35.1	20	25.0	5	19.2	8	33.3	2	28.6	5	29.4	2	16.7	6	42.9	4	36.4
Low priority				9.4	5	5.6	2	2.4	5	6.0	13	18.8							1	20.0	7	10.0	2	10.0	13	9.7	2	7.1	9	9.3	6	7.5	2	7.7	4	16.7	1	14.3	1	5.9			3	21.4	1	9.1
Not a priority									2	2.4	4	5.8	1	14.3					1	1.4					1	.7			1	1.0																
Total	7	100	24	100	85	100	90	100	83	100	84	100	69	100	7	100	12	100	5	100	70	100	20	100	134	100	28	100	97	100	80	100	26	100	24	100	7	100	17	100	12	100	14	100	11	100

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3. What level of support do you have for your business' cybersecurity?

	Total			S1. Which of the following best describes your position?													
	f	n	%	Director		CXO (any Chief Officer)		Administrator		President		Vice president		Owner or partner		Other company officer with decision making responsibilities	
				f	%	f	%	f	%	f	%	f	%	f	%	f	%
We have in-house IT Department staffed with 10 or more individuals	328		32.6	132	47.0	41	45.1	45	28.8	12	34.3	15	21.1	45	26.5	38	18.8
We have an in-house IT Department staffed with fewer than 10 individuals	302		30.0	71	25.3	31	34.1	64	41.0	8	22.9	28	39.4	36	21.2	64	31.7
We do not have a formal IT department, but handle all IT needs in-house	130		12.9	27	9.6	8	8.8	13	8.3	10	28.6	13	18.3	32	18.8	27	13.4
We outsource our IT needs to a managed service provider/vendor	177		17.6	38	13.5	10	11.0	28	17.9	5	14.3	10	14.1	35	20.6	51	25.2
We receive support from a trusted friend, peer or neighbor	36		3.6	7	2.5	1	1.1	2	1.3			4	5.6	15	8.8	7	3.5
We currently do not have IT support	33		3.3	6	2.1			4	2.6			1	1.4	7	4.1	15	7.4
Total	1006		100.0	281	100.0	91	100.0	156	100.0	35	100.0	71	100.0	170	100.0	202	100.0

	S2. How many employees are in your company?										Region - Headquarters							
	1 - 10 employees		11 - 50 employees		51 - 100 employees		101 - 250 employees		251 - 500 employees		East		South		Centr GrLks		West	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
We have in-house IT Department staffed with 10 or more individuals			32	14.7	67	31.9	104	48.1	125	53.9	83	34.7	100	31.0	74	31.5	71	34.0
We have an in-house IT Department staffed with fewer than 10 individuals	25	19.1	60	27.6	66	31.4	70	32.4	81	34.9	77	32.2	102	31.6	57	24.3	66	31.6
We do not have a formal IT department, but handle all IT needs in-house	32	24.4	44	20.3	31	14.8	17	7.9	6	2.6	21	8.8	47	14.6	37	15.7	25	12.0
We outsource our IT needs to a managed service provider/vendor	36	27.5	60	27.6	43	20.5	23	10.6	15	6.5	46	19.2	54	16.7	43	18.3	34	16.3
We receive support from a trusted friend, peer or neighbor	23	17.6	8	3.7			1	.5	4	1.7	8	3.3	11	3.4	10	4.3	7	3.3
We currently do not have IT support	15	11.5	13	6.0	3	1.4	1	.5	1	.4	4	1.7	9	2.8	14	6.0	6	2.9
Total	131	100.0	217	100.0	210	100.0	216	100.0	232	100.0	239	100.0	323	100.0	235	100.0	209	100.0

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3. What level of support do you have for your business' cybersecurity?

	Total		S3. What best describes your company's primary industry?																																													
	n		Aerospace and Defense		Automotive Manufacturing		Business Services / Consulting		Software Products or Services		Financial Services		Healthcare		Hospitality		Life Sciences / Pharmaceuticals		Oil, Gas and Energy		Mining and Natural Resources		Manufacturing		Media, Marketing or Advertising		Construction and Engineering		Public Sector or Government		Education or Non-Profit		Retail		Telecommunications		Transportation		Utilities		Wholesale		Information Technology		Real Estate		Other	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
We have in-house IT Department staffed with 10 or more individuals	328	32.6	4	57.1	9	37.5	27	31.8	44	48.9	40	48.2	27	32.1	8	11.6	2	28.6	6	50.0	1	20.0	16	22.9	5	25.0	42	31.3	12	42.9	21	21.6	24	30.0	17	65.4	6	25.0	3	42.9	2	11.8	8	66.7	2	14.3	2	18.2
We have an in-house IT Department staffed with fewer than 10 individuals	302	30.0	2	28.6	8	33.3	17	20.0	35	38.9	24	28.9	29	34.5	17	24.6	3	42.9	2	16.7	2	40.0	27	38.6	6	30.0	28	20.9	12	42.9	37	38.1	21	26.3	6	23.1	5	20.8	3	42.9	7	41.2	2	16.7	4	28.6	5	45.5
We do not have a formal IT department, but handle all IT needs in-house	130	12.9	1	14.3	2	8.3	14	16.5	4	4.4	5	6.0	8	9.5	12	17.4			2	16.7	1	20.0	11	15.7	4	20.0	25	18.7	3	10.7	14	14.4	12	15.0	1	3.8	5	20.8	1	14.3	2	11.8			2	14.3	1	9.1
We outsource our IT needs to a managed service provider/vendor	177	17.6			4	16.7	17	20.0	6	6.7	11	13.3	14	16.7	23	33.3	1	14.3	2	16.7	1	20.0	12	17.1	5	25.0	28	20.9	1	3.6	19	19.6	15	18.8	2	7.7	6	25.0			5	29.4	1	8.3	4	28.6		
We receive support from a trusted friend, peer or neighbor	36	3.6					7	8.2	1	1.1	1	1.2	1	1.2	6	8.7	1	14.3					3	4.3			7	5.2			3	3.1	4	5.0							1	8.3	1	7.1				
We currently do not have IT support	33	3.3			1	4.2	3	3.5	2	2.4	5	6.0	3	4.3							1	1.4			4	3.0			3	3.1	4	5.0			2	8.3			1	5.9	1	7.1	3	27.3				
Total	***	100	7	100	24	100	85	100	90	100	83	100	84	100	69	100	7	100	12	100	5	100	70	100	20	100	134	100	28	100	97	100	80	100	26	100	24	100	7	100	17	100	12	100	14	100	11	100

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4. A business' cybersecurity plan outlines what an organization will do to improve its overall risk management approach. The plan should describe how the security program will protect and share sensitive information, counter new and evolving threats, and support the integration of cybersecurity as a best practice for everyday business operations. Does your business have a clearly defined and documented cybersecurity plan?

	Total		S1. Which of the following best describes your position?													
	n		Director		CXO (any Chief Officer)		Administrator		President		Vice president		Owner or partner		Other company officer with decision making responsibilities	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
We have a plan in place and update it at least annually	552	54.9	164	58.4	62	68.1	87	55.8	20	57.1	31	43.7	94	55.3	94	46.5
We have a plan in place, but it is not updated at least annually	197	19.6	49	17.4	19	20.9	37	23.7	9	25.7	21	29.6	26	15.3	36	17.8
We are working on creating a strategy	140	13.9	44	15.7	4	4.4	20	12.8	4	11.4	10	14.1	31	18.2	27	13.4
We do not have a plan, but are going to create one	79	7.9	15	5.3	5	5.5	7	4.5	2	5.7	2	2.8	17	10.0	31	15.3
We are not going to create a plan	38	3.8	9	3.2	1	1.1	5	3.2			7	9.9	2	1.2	14	6.9
Total	1006	100.0	281	100.0	91	100.0	156	100.0	35	100.0	71	100.0	170	100.0	202	100.0

	S2. How many employees are in your company?										Region - Headquarters							
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	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
We have a plan in place and update it at least annually	48	36.6	83	38.2	125	59.5	148	68.5	148	63.8	133	55.6	183	56.7	126	53.6	110	52.6
We have a plan in place, but it is not updated at least annually	17	13.0	46	21.2	44	21.0	39	18.1	51	22.0	49	20.5	57	17.6	46	19.6	45	21.5
We are working on creating a strategy	23	17.6	48	22.1	25	11.9	21	9.7	23	9.9	35	14.6	51	15.8	28	11.9	26	12.4
We do not have a plan, but are going to create one	30	22.9	24	11.1	14	6.7	5	2.3	6	2.6	17	7.1	20	6.2	22	9.4	20	9.6
We are not going to create a plan	13	9.9	16	7.4	2	1.0	3	1.4	4	1.7	5	2.1	12	3.7	13	5.5	8	3.8
Total	131	100.0	217	100.0	210	100.0	216	100.0	232	100.0	239	100.0	323	100.0	235	100.0	209	100.0

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	Total		S3. What best describes your company's primary industry?																																															
	n		Aerospace and Defense		Automotive Manufacturing		Business Services / Consulting		Software Products or Services		Financial Services		Healthcare		Hospitality		Life Sciences / Pharmaceuticals		Oil, Gas and Energy		Mining and Natural Resources		Manufacturing		Media, Marketing or Advertising		Construction and Engineering		Public Sector or Government		Education or Non-Profit		Retail		Telecommunications		Transportation		Utilities		Wholesale		Information Technology		Real Estate		Other			
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%		
We have a plan in place and update it at least annually	552	54.9	6	85.7	16	66.7	44	51.8	60	66.7	57	68.7	52	61.9	23	33.3	4	57.1	5	41.7	4	80.0	36	51.4	8	40.0	70	52.2	16	57.1	46	47.4	42	52.5	20	76.9	11	45.8	5	71.4	9	52.9	7	58.3	6	42.9	5	45.5		
We have a plan in place, but it is not updated at least annually	197	19.6	1	14.3	5	20.8	24	28.2	19	21.1	16	19.3	15	17.9	11	15.9			4	33.3			20	28.6	5	25.0	20	14.9	6	21.4	22	22.7	13	16.3	3	11.5	3	12.5	2	28.6	2	11.8	3	25.0	1	7.1	2	18.2		
We are working on creating a strategy	140	13.9			2	8.3	7	8.2	7	7.8	6	7.2	10	11.9	16	23.2	2	28.6	3	25.0			7	10.0	4	20.0	30	22.4	4	14.3	17	17.5	11	13.8	2	7.7	4	16.7			2	11.8	1	8.3	5	35.7				
We do not have a plan, but are going to create one	79	7.9			1	4.2	8	9.4	2	2.2	2	2.4	6	7.1	10	14.5	1	14.3			1	20.0			5	7.1	3	15.0	8	6.0	1	3.6	8	8.2	12	15.0			3	12.5			3	17.6	1	8.3	2	14.3	2	18.2
We are not going to create a plan	38	3.8					2	2.4	2	2.2	2	2.4	1	1.2	9	13.0							2	2.9			6	4.5	1	3.6	4	4.1	2	2.5	1	3.8	3	12.5			1	5.9					2	18.2		
Total	***	100	7	100	24	100	85	100	90	100	83	100	84	100	69	100	7	100	12	100	5	100	70	100	20	100	134	100	28	100	97	100	80	100	26	100	24	100	7	100	17	100	12	100	14	100	11	100		

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5. Have you used a publicly-available framework to help you develop your cybersecurity plan ? (Select all that apply)

	Total		S1. Which of the following best describes your position?													
	n		Director		CXO (any Chief Officer)		Administrator		President		Vice president		Owner or partner		Other company officer with decision making responsibilities	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
NIST Cybersecurity Framework	239	31.9	91	42.7	34	42.0	29	23.4	10	34.5	13	25.0	40	33.3	22	16.9
Center for Internet Security (CIS) Controls	240	32.0	80	37.6	28	34.6	44	35.5	12	41.4	11	21.2	38	31.7	27	20.8
Payment Card Industry Data Security Standard (PCI DSS)	236	31.5	65	30.5	33	40.7	37	29.8	8	27.6	21	40.4	42	35.0	30	23.1
ISO 27001/27002	115	15.4	33	15.5	17	21.0	19	15.3	8	27.6	8	15.4	18	15.0	12	9.2
We use a combination of more than one of the above.	208	27.8	55	25.8	24	29.6	26	21.0	5	17.2	14	26.9	40	33.3	44	33.8
Other (Specify)	10	1.3	1	.5	1	1.2	3	2.4	1	3.4			1	.8	3	2.3
We did not use a framework to create our cybersecurity strategy	115	15.4	28	13.1	9	11.1	19	15.3	4	13.8	12	23.1	15	12.5	28	21.5
Total	749	100.0	213	100.0	81	100.0	124	100.0	29	100.0	52	100.0	120	100.0	130	100.0

	S2. How many employees are in your company?										Region - Headquarters							
	1 - 10 employees		11 - 50 employees		51 - 100 employees		101 - 250 employees		251 - 500 employees		East		South		Centr GrLks		West	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
NIST Cybersecurity Framework	4	6.2	29	22.5	49	29.0	74	39.6	83	41.7	59	32.4	79	32.9	47	27.3	54	34.8
Center for Internet Security (CIS) Controls	9	13.8	28	21.7	56	33.1	70	37.4	77	38.7	49	26.9	86	35.8	52	30.2	53	34.2
Payment Card Industry Data Security Standard (PCI DSS)	14	21.5	30	23.3	58	34.3	64	34.2	70	35.2	50	27.5	79	32.9	47	27.3	60	38.7
ISO 27001/27002	4	6.2	16	12.4	20	11.8	32	17.1	43	21.6	26	14.3	31	12.9	34	19.8	24	15.5
We use a combination of more than one of the above.	14	21.5	43	33.3	51	30.2	43	23.0	57	28.6	48	26.4	65	27.1	49	28.5	46	29.7
Other (Specify)	2	3.1	2	1.6			4	2.1	2	1.0	1	.5	2	.8	3	1.7	4	2.6
We did not use a framework to create our cybersecurity strategy	24	36.9	30	23.3	20	11.8	18	9.6	23	11.6	31	17.0	33	13.8	32	18.6	19	12.3
Total	65	100.0	129	100.0	169	100.0	187	100.0	199	100.0	182	100.0	240	100.0	172	100.0	155	100.0

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Zogby Analytics Online Survey of Small Business Decision Makers
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5. Have you used a publicly-available framework to help you develop your cybersecurity plan ? (Select all that apply)

	Total		S3. What best describes your company's primary industry?																																														
	n		Aerospace and Defense		Automotive Manufacturing		Business Services / Consulting		Software Products or Services		Financial Services		Healthcare		Hospitality		Life Sciences / Pharmaceuticals		Oil, Gas and Energy		Mining and Natural Resources		Manufacturing		Media, Marketing or Advertising		Construction and Engineering		Public Sector or Government		Education or Non-Profit		Retail		Telecommunications		Transportation		Utilities		Wholesale		Information Technology		Real Estate		Other		
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f
NIST Cybersecurity Framework	239	31.9	3	42.9	6	28.6	14	20.6	35	44.3	28	38.4	15	22.4	3	8.8	3	75.0	5	55.6			16	28.6	2	15.4	41	45.6	9	40.9	17	25.0	21	38.2	8	34.8	3	21.4	2	28.6	1	9.1	4	40.0	1	14.3	2	28.6	
Center for Internet Security (CIS) Controls	240	32.0	3	42.9	7	33.3	23	33.8	32	40.5	25	34.2	19	28.4	9	26.5			5	55.6	1	25.0	11	19.6	4	30.8	32	35.6	8	36.4	11	16.2	21	38.2	11	47.8	3	21.4	3	42.9	4	36.4	5	50.0			3	42.9	
Payment Card Industry Data Security Standard (PCI DSS)	236	31.5	1	14.3	5	23.8	15	22.1	34	43.0	19	26.0	19	28.4	8	23.5			5	55.6	2	50.0	19	33.9	6	46.2	36	40.0	4	18.2	13	19.1	20	36.4	12	52.2	4	28.6	3	42.9	4	36.4	3	30.0	2	28.6	2	28.6	
ISO 27001/27002	115	15.4	1	14.3	2	9.5	13	19.1	17	21.5	10	13.7	10	14.9	5	14.7			3	33.3	1	25.0	12	21.4	1	7.7	14	15.6	2	9.1	4	5.9	5	9.1	9	39.1			1	14.3	1	9.1	2	20.0	1	14.3	1	14.3	
We use a combination of more than one of the above.	208	27.8	3	42.9	4	19.0	19	27.9	24	30.4	16	21.9	20	29.9	8	23.5	1	25.0	1	11.1			16	28.6	3	23.1	27	30.0	10	45.5	16	23.5	14	25.5	6	26.1	6	42.9	2	28.6	4	36.4	4	40.0	1	14.3	3	42.9	
Other (Specify)	10	1.3			1	4.8	1	1.5	1	1.3	1	1.4	3	4.5													1	1.1					1	1.5									1	14.3					
We did not use a framework to create our cybersecurity strategy	115	15.4	1	14.3	2	9.5	19	27.9	4	5.1	8	11.0	7	10.4	9	26.5			1	11.1			8	14.3	2	15.4	8	8.9	3	13.6	23	33.8	10	18.2			2	14.3			2	18.2	2	20.0	3	42.9	1	14.3	
Total	749	100	7	100	21	100	68	100	79	100	73	100	67	100	34	100	4	100	9	100	4	100	56	100	13	100	90	100	22	100	68	100	55	100	23	100	14	100	7	100	11	100	10	100	7	100	7	100	

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Zogby Analytics Online Survey of Small Business Decision Makers
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6. There are many ways to implement cybersecurity best-practices in your business. Review the following list and indicate which actions your business requires.

	Total			S1. Which of the following best describes your position?													
	f	n	%	Director		CXO (any Chief Officer)		Administrator		President		Vice president		Owner or partner		Other company officer with decision making responsibilities	
				f	%	f	%	f	%	f	%	f	%	f	%	f	%
Require employees to use a password manager	380		37.8	115	40.9	33	36.3	58	37.2	12	34.3	19	26.8	65	38.2	78	38.6
Require employees to use lengthy, unique passwords for every account	455		45.2	134	47.7	51	56.0	65	41.7	14	40.0	26	36.6	85	50.0	80	39.6
Require employees to immediately update systems and software when prompted by the software	468		46.5	138	49.1	54	59.3	76	48.7	15	42.9	30	42.3	80	47.1	75	37.1
Require employees to turn on multi-factor authentication (sometimes called two-factor or strong authentication) on accounts that access sensitive data.	414		41.2	132	47.0	38	41.8	64	41.0	16	45.7	25	35.2	73	42.9	66	32.7
Require employees to run current anti-virus software on all devices	543		54.0	149	53.0	54	59.3	81	51.9	17	48.6	30	42.3	100	58.8	112	55.4
Require employees to use a VPN (virtual private network)	328		32.6	94	33.5	33	36.3	48	30.8	13	37.1	25	35.2	52	30.6	63	31.2
Require employees to report suspicious emails	542		53.9	149	53.0	47	51.6	86	55.1	19	54.3	33	46.5	90	52.9	118	58.4
None of the above	32		3.2	5	1.8			5	3.2	1	2.9	7	9.9	2	1.2	12	5.9
Total	1006		100.0	281	100.0	91	100.0	156	100.0	35	100.0	71	100.0	170	100.0	202	100.0

	S2. How many employees are in your company?										Region - Headquarters							
	1 - 10 employees		11 - 50 employees		51 - 100 employees		101 - 250 employees		251 - 500 employees		East		South		Centr GrLks		West	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Require employees to use a password manager	41	31.3	72	33.2	79	37.6	86	39.8	102	44.0	106	44.4	116	35.9	84	35.7	74	35.4
Require employees to use lengthy, unique passwords for every account	55	42.0	87	40.1	89	42.4	115	53.2	109	47.0	114	47.7	150	46.4	109	46.4	82	39.2
Require employees to immediately update systems and software when prompted by the software	52	39.7	97	44.7	91	43.3	107	49.5	121	52.2	114	47.7	149	46.1	117	49.8	88	42.1
Require employees to turn on multi-factor authentication (sometimes called two-factor or strong authentication) on accounts that access sensitive data.	30	22.9	87	40.1	94	44.8	98	45.4	105	45.3	96	40.2	143	44.3	77	32.8	98	46.9
Require employees to run current anti-virus software on all devices	81	61.8	126	58.1	112	53.3	115	53.2	109	47.0	131	54.8	170	52.6	119	50.6	123	58.9
Require employees to use a VPN (virtual private network)	28	21.4	62	28.6	70	33.3	81	37.5	87	37.5	74	31.0	105	32.5	86	36.6	63	30.1
Require employees to report suspicious emails	76	58.0	116	53.5	111	52.9	116	53.7	123	53.0	133	55.6	172	53.3	133	56.6	104	49.8
None of the above	7	5.3	15	6.9	4	1.9	2	.9	4	1.7	4	1.7	8	2.5	14	6.0	6	2.9
Total	131	100.0	217	100.0	210	100.0	216	100.0	232	100.0	239	100.0	323	100.0	235	100.0	209	100.0

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9/27/19 - 9/30/19 MOE +/- 3.1 Percentage Points

6. There are many ways to implement cybersecurity best-practices in your business. Review the following list and indicate which actions your business requires.

	Total		S3. What best describes your company's primary industry?																																													
	n		Aerospace and Defense		Automotive Manufacturing		Business Services / Consulting		Software Products or Services		Financial Services		Healthcare		Hospitality		Life Sciences / Pharmaceuticals		Oil, Gas and Energy		Mining and Natural Resources		Manufacturing		Media, Marketing or Advertising		Construction and Engineering		Public Sector or Government		Education or Non-Profit		Retail		Telecommunications		Transportation		Utilities		Wholesale		Information Technology		Real Estate		Other	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Require employees to use a password manager	380	37.8	3	42.9	10	41.7	33	38.8	41	45.6	29	34.9	36	42.9	26	37.7	3	42.9	2	16.7			32	45.7	4	20.0	53	39.6	9	32.1	29	29.9	36	45.0	11	42.3	5	20.8	2	28.6	4	23.5	5	41.7	4	28.6	3	27.3
Require employees to use lengthy, unique passwords for every account	455	45.2	3	42.9	10	41.7	44	51.8	45	50.0	35	42.2	36	42.9	26	37.7	2	28.6	6	50.0	1	20.0	29	41.4	3	15.0	65	48.5	17	60.7	48	49.5	30	37.5	12	46.2	10	41.7	5	71.4	9	52.9	8	66.7	6	42.9	5	45.5
Require employees to immediately update systems and software when prompted by the software	468	46.5	3	42.9	5	20.8	43	50.6	51	56.7	37	44.6	43	51.2	24	34.8	5	71.4	6	50.0	2	40.0	34	48.6	8	40.0	61	45.5	11	39.3	44	45.4	39	48.8	16	61.5	6	25.0	5	71.4	6	35.3	8	66.7	5	35.7	6	54.5
Require employees to turn on multi-factor authentication (sometimes called two-factor or strong authentication) on accounts that access sensitive data.	414	41.2	2	28.6	5	20.8	37	43.5	44	48.9	43	51.8	37	44.0	21	30.4	3	42.9	5	41.7	2	40.0	26	37.1	7	35.0	67	50.0	11	39.3	33	34.0	28	35.0	12	46.2	9	37.5	2	28.6	5	29.4	8	66.7	3	21.4	4	36.4
Require employees to run current anti-virus software on all devices	543	54.0	4	57.1	6	25.0	52	61.2	48	53.3	38	45.8	47	56.0	29	42.0	3	42.9	6	50.0	2	40.0	43	61.4	10	50.0	83	61.9	18	64.3	53	54.6	40	50.0	16	61.5	10	41.7	4	57.1	9	52.9	5	41.7	10	71.4	7	63.6
Require employees to use a VPN (virtual private network)	328	32.6	3	42.9	10	41.7	30	35.3	33	36.7	27	32.5	21	25.0	14	20.3	1	14.3	4	33.3	1	20.0	30	42.9	7	35.0	40	29.9	12	42.9	33	34.0	26	32.5	14	53.8	4	16.7	1	14.3	4	23.5	5	41.7	4	28.6	4	36.4
Require employees to report suspicious emails	542	53.9	3	42.9	8	33.3	55	64.7	44	48.9	46	55.4	42	50.0	33	47.8	3	42.9	6	50.0	1	20.0	39	55.7	12	60.0	75	56.0	18	64.3	59	60.8	41	51.3	13	50.0	12	50.0	4	57.1	8	47.1	7	58.3	6	42.9	7	63.6
None of the above	32	3.2	1	14.3	1	4.2	2	2.4	2	2.2	1	1.2	2	2.4	6	8.7							1	1.4	1	5.0	2	1.5			6	6.2	1	1.3			3	12.5			1	5.9			1	7.1	1	9.1
Total	***	100	7	100	24	100	85	100	90	100	83	100	84	100	69	100	7	100	12	100	5	100	70	100	20	100	134	100	28	100	97	100	80	100	26	100	24	100	7	100	17	100	12	100	14	100	11	100

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9/27/19 - 9/30/19 MOE +/- 3.1 Percentage Points

7. On average, how many hours of cybersecurity training do you require per employee annually?'

	Total		S1. Which of the following best describes your position?															
	n		Director		CXO (any Chief Officer)		Administrator		President		Vice president		Owner or partner		Other company officer with decision making responsibilities			
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%		
Less than one hour	127	12.6	29	10.3	9	9.9	24	15.4	5	14.3	11	15.5	15	8.8	34	16.8		
One to three hours	229	22.8	72	25.6	17	18.7	35	22.4	4	11.4	15	21.1	37	21.8	49	24.3		
Three to five hours	174	17.3	53	18.9	14	15.4	29	18.6	9	25.7	11	15.5	41	24.1	17	8.4		
Five to eight hours	167	16.6	37	13.2	27	29.7	25	16.0	12	34.3	10	14.1	30	17.6	26	12.9		
More than eight hours	141	14.0	54	19.2	16	17.6	16	10.3	3	8.6	11	15.5	24	14.1	17	8.4		
We do not require cybersecurity training for employees	145	14.4	36	12.8	7	7.7	22	14.1	2	5.7	11	15.5	18	10.6	49	24.3		
Unsure	23	2.3			1	1.1	5	3.2			2	2.8	5	2.9	10	5.0		
Total	1006	100.0	281	100.0	91	100.0	156	100.0	35	100.0	71	100.0	170	100.0	202	100.0		

	S2. How many employees are in your company?										Region - Headquarters							
	1 - 10 employees		11 - 50 employees		51 - 100 employees		101 - 250 employees		251 - 500 employees		East		South		Centr GrLks		West	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Less than one hour	24	18.3	33	15.2	24	11.4	22	10.2	24	10.3	29	12.1	35	10.8	32	13.6	31	14.8
One to three hours	37	28.2	51	23.5	45	21.4	47	21.8	49	21.1	52	21.8	73	22.6	59	25.1	45	21.5
Three to five hours	10	7.6	31	14.3	43	20.5	45	20.8	45	19.4	44	18.4	56	17.3	37	15.7	37	17.7
Five to eight hours	7	5.3	24	11.1	42	20.0	47	21.8	47	20.3	38	15.9	58	18.0	37	15.7	34	16.3
More than eight hours	6	4.6	19	8.8	29	13.8	38	17.6	49	21.1	38	15.9	55	17.0	21	8.9	27	12.9
We do not require cybersecurity training for employees	40	30.5	53	24.4	22	10.5	15	6.9	15	6.5	33	13.8	39	12.1	43	18.3	30	14.4
Unsure	7	5.3	6	2.8	5	2.4	2	.9	3	1.3	5	2.1	7	2.2	6	2.6	5	2.4
Total	131	100.0	217	100.0	210	100.0	216	100.0	232	100.0	239	100.0	323	100.0	235	100.0	209	100.0

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7. On average, how many hours of cybersecurity training do you require per employee annually?'

	Total		S3. What best describes your company's primary industry?																																															
	n		Aerospace and Defense		Automotive Manufacturing		Business Services / Consulting		Software Products or Services		Financial Services		Healthcare		Hospitality		Life Sciences / Pharmaceuticals		Oil, Gas and Energy		Mining and Natural Resources		Manufacturing		Media, Marketing or Advertising		Construction and Engineering		Public Sector or Government		Education or Non-Profit		Retail		Telecommunications		Transportation		Utilities		Wholesale		Information Technology		Real Estate		Other			
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Less than one hour	127	12.6	1	14.3	2	8.3	10	11.8			8	9.6	12	14.3	9	13.0	2	28.6	2	16.7			15	21.4	4	20.0	18	13.4	5	17.9	17	17.5	11	13.8	3	11.5	2	8.3							5	35.7	1	9.1		
One to three hours	229	22.8	1	14.3	5	20.8	24	28.2	19	21.1	17	20.5	22	26.2	17	24.6	2	28.6	2	16.7			15	21.4	5	25.0	27	20.1	8	28.6	29	29.9	14	17.5	4	15.4	6	25.0	3	42.9	3	17.6	1	8.3	1	7.1	4	36.4		
Three to five hours	174	17.3	1	14.3	8	33.3	13	15.3	17	18.9	13	15.7	16	19.0	10	14.5	2	28.6	3	25.0	1	20.0	9	12.9	3	15.0	24	17.9	6	21.4	12	12.4	16	20.0	4	15.4	4	16.7	1	14.3	6	35.3	5	41.7						
Five to eight hours	167	16.6	2	28.6	4	16.7	10	11.8	26	28.9	20	24.1	13	15.5	4	5.8			1	8.3	1	20.0	12	17.1	2	10.0	26	19.4	5	17.9	9	9.3	15	18.8	4	15.4	5	20.8	1	14.3	3	17.6	1	8.3	1	7.1	2	18.2		
More than eight hours	141	14.0	2	28.6	2	8.3	12	14.1	21	23.3	18	21.7	9	10.7	5	7.2			3	25.0	2	40.0	9	12.9	3	15.0	15	11.2	2	7.1	7	7.2	10	12.5	8	30.8	3	12.5	2	28.6	2	11.8	5	41.7	1	7.1				
We do not require cybersecurity training for employees	145	14.4			2	8.3	14	16.5	7	7.8	6	7.2	10	11.9	22	31.9	1	14.3	1	8.3	1	20.0	9	12.9	3	15.0	20	14.9	2	7.1	21	21.6	12	15.0	3	11.5	4	16.7			2	11.8			4	28.6	1	9.1		
Unsure	23	2.3	1	4.2	2	2.4			1	1.2	1	1.2	2	2.4	2	2.9							1	1.4			4	3.0			2	2.1	2	2.5			1	5.9			2	14.3	3	27.3						
Total	***	100	7	100	24	100	85	100	90	100	83	100	84	100	69	100	7	100	12	100	5	100	70	100	20	100	134	100	28	100	97	100	80	100	26	100	24	100	7	100	17	100	12	100	14	100	11	100		

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Zogby Analytics Online Survey of Small Business Decision Makers
9/27/19 - 9/30/19 MOE +/- 3.1 Percentage Points

8. More and more business leaders and employees are using smartphones to access work-related data, email, etc. How would you rate the cyber risk of accessing data from a smartphone:

	Total		S1. Which of the following best describes your position?													
	n		Director		CXO (any Chief Officer)		Administrator		President		Vice president		Owner or partner		Other company officer with decision making responsibilities	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Smart phones pose more cyber risk to my organization than a computer does	316	31.4	115	40.9	38	41.8	39	25.0	10	28.6	18	25.4	49	28.8	47	23.3
Smart phones pose just as much cyber risk to my organization as a computer does	509	50.6	130	46.3	41	45.1	90	57.7	17	48.6	37	52.1	89	52.4	105	52.0
Smart phones pose less cyber risk to my organization than a computer	138	13.7	26	9.3	12	13.2	21	13.5	7	20.0	10	14.1	28	16.5	34	16.8
Smart phones do not pose a cyber risk to an organization	43	4.3	10	3.6			6	3.8	1	2.9	6	8.5	4	2.4	16	7.9
Total	1006	100.0	281	100.0	91	100.0	156	100.0	35	100.0	71	100.0	170	100.0	202	100.0

	S2. How many employees are in your company?										Region - Headquarters							
	1 - 10 employees		11 - 50 employees		51 - 100 employees		101 - 250 employees		251 - 500 employees		East		South		Centr GrLks		West	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Smart phones pose more cyber risk to my organization than a computer does	36	27.5	52	24.0	71	33.8	74	34.3	83	35.8	80	33.5	100	31.0	71	30.2	65	31.1
Smart phones pose just as much cyber risk to my organization as a computer does	61	46.6	123	56.7	105	50.0	109	50.5	111	47.8	129	54.0	152	47.1	123	52.3	105	50.2
Smart phones pose less cyber risk to my organization than a computer	27	20.6	28	12.9	26	12.4	28	13.0	29	12.5	22	9.2	52	16.1	32	13.6	32	15.3
Smart phones do not pose a cyber risk to an organization	7	5.3	14	6.5	8	3.8	5	2.3	9	3.9	8	3.3	19	5.9	9	3.8	7	3.3
Total	131	100.0	217	100.0	210	100.0	216	100.0	232	100.0	239	100.0	323	100.0	235	100.0	209	100.0

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Zogby Analytics Online Survey of Small Business Decision Makers
9/27/19 - 9/30/19 MOE +/- 3.1 Percentage Points

S3. What best describes your company's primary industry?

	Aerospace and Defense		Automotive Manufacturing		Business Services / Consulting		Software Products or Services		Financial Services		Healthcare		Hospitality		Life Sciences / Pharmaceuticals		Oil, Gas and Energy		Mining and Natural Resources		Manufacturing		Media, Marketing or Advertising		Construction and Engineering		Public Sector or Government		Education or Non-Profit		Retail		Telecommunications		Transportation		Utilities		Wholesale		Information Technology		Real Estate		Other									
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%				
	Smart phones pose more cyber risk to my organization than a computer does		Smart phones pose just as much cyber risk to my organization as a computer does		Smart phones pose less cyber risk to my organization than a computer		Smart phones do not pose a cyber risk to an organization		Total																																													
	4	57.1	10	41.7	26	30.6	27	30.0	28	33.7	30	35.7	16	23.2	1	14.3	1	8.3	3	60.0	20	28.6	4	20.0	45	33.6	4	14.3	29	29.9	28	35.0	12	46.2	7	29.2	3	42.9	6	35.3	4	33.3	5	35.7	3	27.3								
	1	14.3	10	41.7	38	44.7	46	51.1	43	51.8	43	51.2	33	47.8	4	57.1	6	50.0	1	20.0	40	57.1	11	55.0	70	52.2	17	60.7	56	57.7	40	50.0	10	38.5	9	37.5	3	42.9	10	58.8	7	58.3	6	42.9	5	45.5								
	2	28.6	4	16.7	18	21.2	13	14.4	10	12.0	10	11.9	12	17.4	1	14.3	4	33.3	1	20.0	9	12.9	4	20.0	13	9.7	6	21.4	8	8.2	10	12.5	2	7.7	6	25.0			1	5.9	1	8.3	2	14.3	1	9.1								
					3	3.5	4	4.4	2	2.4	1	1.2	8	11.6	1	14.3	1	8.3			1	1.4	1	5.0	6	4.5	1	3.6	4	4.1	2	2.5	2	7.7	2	8.3	1	14.3			1	7.1	2	18.2										
Total	7	100	24	100	85	100	90	100	83	100	84	100	69	100	7	100	12	100	5	100	70	100	20	100	134	100	28	100	97	100	80	100	26	100	24	100	7	100	17	100	12	100	14	100	11	100								

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Zogby Analytics Online Survey of Small Business Decision Makers
9/27/19 - 9/30/19 MOE +/- 3.1 Percentage Points

9. Do you require new employees to be trained on email security best-practices before they are granted access to their company-issued email account?

	Total		S1. Which of the following best describes your position?													
			Director		CXO (any Chief Officer)		Administrator		President		Vice president		Owner or partner		Other company officer with decision making responsibilities	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Always	604	60.0	177	63.0	71	78.0	93	59.6	26	74.3	32	45.1	110	64.7	95	47.0
Sometimes	274	27.2	76	27.0	15	16.5	40	25.6	8	22.9	28	39.4	44	25.9	63	31.2
Never	128	12.7	28	10.0	5	5.5	23	14.7	1	2.9	11	15.5	16	9.4	44	21.8
Total	1006	100.0	281	100.0	91	100.0	156	100.0	35	100.0	71	100.0	170	100.0	202	100.0

	S2. How many employees are in your company?										Region - Headquarters							
	1 - 10 employees		11 - 50 employees		51 - 100 employees		101 - 250 employees		251 - 500 employees		East		South		Centr GrLks		West	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Always	49	37.4	101	46.5	131	62.4	148	68.5	175	75.4	151	63.2	196	60.7	130	55.3	127	60.8
Sometimes	47	35.9	69	31.8	64	30.5	53	24.5	41	17.7	63	26.4	87	26.9	67	28.5	57	27.3
Never	35	26.7	47	21.7	15	7.1	15	6.9	16	6.9	25	10.5	40	12.4	38	16.2	25	12.0
Total	131	100.0	217	100.0	210	100.0	216	100.0	232	100.0	239	100.0	323	100.0	235	100.0	209	100.0

	S3. What best describes your company's primary industry?																																													
	Aerospace and Defense		Automotive Manufacturing		Business Services / Consulting		Software Products or Services		Financial Services		Healthcare		Hospitality		Life Sciences / Pharmaceuticals		Oil, Gas and Energy		Mining and Natural Resources		Manufacturing		Media, Marketing or Advertising		Construction and Engineering		Public Sector or Government		Education or Non-Profit		Retail		Telecommunications		Transportation		Utilities		Wholesale		Information Technology		Real Estate		Other	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%				
Always	6	85.7	17	70.8	54	63.5	69	76.7	65	78.3	55	65.5	30	43.5	3	42.9	6	50.0	2	40.0	41	58.6	10	50.0	73	54.5	16	57.1	44	45.4	45	56.3	21	80.8	13	54.2	5	71.4	12	70.6	7	58.3	4	28.6	6	54.5
Sometimes	1	14.3	5	20.8	23	27.1	15	16.7	17	20.5	20	23.8	21	30.4	3	42.9	6	50.0	2	40.0	20	28.6	6	30.0	43	32.1	10	35.7	30	30.9	23	28.8	4	15.4	6	25.0	1	14.3	5	29.4	5	41.7	5	35.7	3	27.3
Never			2	8.3	8	9.4	6	6.7	1	1.2	9	10.7	18	26.1	1	14.3			1	20.0	9	12.9	4	20.0	18	13.4	2	7.1	23	23.7	12	15.0	1	3.8	5	20.8	1	14.3			5	35.7	2	18.2		
Total	7	100	24	100	85	100	90	100	83	100	84	100	69	100	7	100	12	100	5	100	70	100	20	100	134	100	28	100	97	100	80	100	26	100	24	100	7	100	17	100	12	100	14	100	11	100

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Zogby Analytics Online Survey of Small Business Decision Makers
9/27/19 - 9/30/19 MOE +/- 3.1 Percentage Points

10. Do you have a clearly articulated process for employees to report potential cyber threats to leadership?

	Total		S1. Which of the following best describes your position?															
	n		Director		CXO (any Chief Officer)		Administrator		President		Vice president		Owner or partner		Other company officer with decision making responsibilities			
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%		
Yes	637	63.3	196	69.8	66	72.5	102	65.4	22	62.9	38	53.5	108	63.5	105	52.0		
No, we are currently working on creating a process	186	18.5	46	16.4	19	20.9	31	19.9	8	22.9	12	16.9	34	20.0	36	17.8		
No, we plan to create a process in the future	99	9.8	20	7.1	3	3.3	10	6.4	3	8.6	12	16.9	16	9.4	35	17.3		
No, we do not intend to create a process	60	6.0	13	4.6	2	2.2	11	7.1	1	2.9	7	9.9	10	5.9	16	7.9		
Unsure	24	2.4	6	2.1	1	1.1	2	1.3	1	2.9	2	2.8	2	1.2	10	5.0		
Total	1006	100.0	281	100.0	91	100.0	156	100.0	35	100.0	71	100.0	170	100.0	202	100.0		

	S2. How many employees are in your company?										Region - Headquarters							
	1 - 10 employees		11 - 50 employees		51 - 100 employees		101 - 250 employees		251 - 500 employees		East		South		Centr GrLks		West	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Yes	63	48.1	104	47.9	137	65.2	161	74.5	172	74.1	156	65.3	205	63.5	140	59.6	136	65.1
No, we are currently working on creating a process	17	13.0	48	22.1	47	22.4	36	16.7	38	16.4	47	19.7	65	20.1	37	15.7	37	17.7
No, we plan to create a process in the future	19	14.5	39	18.0	16	7.6	11	5.1	14	6.0	23	9.6	29	9.0	28	11.9	19	9.1
No, we do not intend to create a process	24	18.3	22	10.1	5	2.4	6	2.8	3	1.3	9	3.8	17	5.3	20	8.5	14	6.7
Unsure	8	6.1	4	1.8	5	2.4	2	.9	5	2.2	4	1.7	7	2.2	10	4.3	3	1.4
Total	131	100.0	217	100.0	210	100.0	216	100.0	232	100.0	239	100.0	323	100.0	235	100.0	209	100.0

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Zogby Analytics Online Survey of Small Business Decision Makers
9/27/19 - 9/30/19 MOE +/- 3.1 Percentage Points

10. Do you have a clearly articulated process for employees to report potential cyber threats to leadership?

	Total		S3. What best describes your company's primary industry?																																													
	n		Aerospace and Defense		Automotive Manufacturing		Business Services / Consulting		Software Products or Services		Financial Services		Healthcare		Hospitality		Life Sciences / Pharmaceuticals		Oil, Gas and Energy		Mining and Natural Resources		Manufacturing		Media, Marketing or Advertising		Construction and Engineering		Public Sector or Government		Education or Non-Profit		Retail		Telecommunications		Transportation		Utilities		Wholesale		Information Technology		Real Estate		Other	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Yes	637	63.3	6	85.7	16	66.7	53	62.4	68	75.6	62	74.7	51	60.7	28	40.6	6	85.7	9	75.0	3	60.0	42	60.0	11	55.0	86	64.2	20	71.4	56	57.7	55	68.8	19	73.1	13	54.2	5	71.4	9	52.9	9	75.0	4	28.6	6	54.5
No, we are currently working on creating a process	186	18.5			7	29.2	18	21.2	11	12.2	15	18.1	15	17.9	11	15.9			2	16.7			16	22.9	6	30.0	24	17.9	7	25.0	20	20.6	11	13.8	5	19.2	3	12.5	1	14.3	6	35.3	2	16.7	5	35.7	1	9.1
No, we plan to create a process in the future	99	9.8	1	14.3			9	10.6	7	7.8	5	6.0	13	15.5	15	21.7					2	40.0	9	12.9	1	5.0	11	8.2			8	8.2	8	10.0	1	3.8	5	20.8	1	14.3			1	8.3	2	14.3		
No, we do not intend to create a process	60	6.0			1	4.2	4	4.7	4	4.4	1	1.2	5	6.0	12	17.4	1	14.3	1	8.3			2	2.9	2	10.0	7	5.2	1	3.6	6	6.2	6	7.5			3	12.5			2	11.8			1	7.1	2	18.2
Unsure	24	2.4			1	4.2	1	1.2					3	4.3									1	1.4			6	4.5			7	7.2	1	3.8							2	14.3	2	18.2				
Total	***	100	7	100	24	100	85	100	90	100	83	100	84	100	69	100	7	100	12	100	5	100	70	100	20	100	134	100	28	100	97	100	80	100	26	100	24	100	7	100	17	100	12	100	14	100	11	100

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Zogby Analytics Online Survey of Small Business Decision Makers
9/27/19 - 9/30/19 MOE +/- 3.1 Percentage Points

11. Do you have a clearly articulated business process that outlines how employees should securely dispose of equipment and data?

	Total		S1. Which of the following best describes your position?													
	n		Director		CXO (any Chief Officer)		Administrator		President		Vice president		Owner or partner		Other company officer with decision making responsibilities	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Yes	732	72.8	220	78.3	75	82.4	108	69.2	24	68.6	47	66.2	137	80.6	121	59.9
No	196	19.5	45	16.0	12	13.2	31	19.9	6	17.1	17	23.9	28	16.5	57	28.2
Unsure	78	7.8	16	5.7	4	4.4	17	10.9	5	14.3	7	9.9	5	2.9	24	11.9
Total	1006	100.0	281	100.0	91	100.0	156	100.0	35	100.0	71	100.0	170	100.0	202	100.0

	S2. How many employees are in your company?										Region - Headquarters							
	1 - 10 employees		11 - 50 employees		51 - 100 employees		101 - 250 employees		251 - 500 employees		East		South		Centr GrLks		West	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Yes	75	57.3	133	61.3	164	78.1	170	78.7	190	81.9	174	72.8	240	74.3	162	68.9	156	74.6
No	42	32.1	58	26.7	36	17.1	36	16.7	24	10.3	43	18.0	62	19.2	50	21.3	41	19.6
Unsure	14	10.7	26	12.0	10	4.8	10	4.6	18	7.8	22	9.2	21	6.5	23	9.8	12	5.7
Total	131	100.0	217	100.0	210	100.0	216	100.0	232	100.0	239	100.0	323	100.0	235	100.0	209	100.0

	S3. What best describes your company's primary industry?																																													
	Aerospace and Defense		Automotive Manufacturing		Business Services / Consulting		Software Products or Services		Financial Services		Healthcare		Hospitality		Life Sciences / Pharmaceuticals		Oil, Gas and Energy		Mining and Natural Resources		Manufacturing		Media, Marketing or Advertising		Construction and Engineering		Public Sector or Government		Education or Non-Profit		Retail		Telecommunications		Transportation		Utilities		Wholesale		Information Technology		Real Estate		Other	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%				
Yes	6	85.7	21	87.5	69	81.2	76	84.4	69	83.1	60	71.4	38	55.1	5	71.4	8	66.7	3	60.0	53	75.7	10	50.0	96	71.6	19	67.9	57	58.8	60	75.0	24	92.3	18	75.0	4	57.1	11	64.7	10	83.3	8	57.1	7	63.6
No			1	4.2	12	14.1	12	13.3	8	9.6	13	15.5	24	34.8	1	14.3	3	25.0	2	40.0	15	21.4	5	25.0	30	22.4	6	21.4	29	29.9	17	21.3			6	25.0	3	42.9	4	23.5	1	8.3	4	28.6		
Unsure	1	14.3	2	8.3	4	4.7	2	2.2	6	7.2	11	13.1	7	10.1	1	14.3	1	8.3			2	2.9	5	25.0	8	6.0	3	10.7	11	11.3	3	3.8	2	7.7			2	11.8	1	8.3	2	14.3	4	36.4		
Total	7	100	24	100	85	100	90	100	83	100	84	100	69	100	7	100	12	100	5	100	70	100	20	100	134	100	28	100	97	100	80	100	26	100	24	100	7	100	17	100	12	100	14	100	11	100

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Zogby Analytics Online Survey of Small Business Decision Makers
9/27/19 - 9/30/19 MOE +/- 3.1 Percentage Points

12. If you were to have a data breach or cybersecurity incident today, do you have a response plan you can immediately put into action?

	Total		S1. Which of the following best describes your position?														Other company officer with decision making responsibilities	
	n		Director		CXO (any Chief Officer)		Administrator		President		Vice president		Owner or partner					
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%		
We have a response plan we can immediately put into action	579	57.6	165	58.7	64	70.3	97	62.2	19	54.3	36	50.7	99	58.2	99	49.0		
We are currently working on creating a plan	259	25.7	74	26.3	20	22.0	38	24.4	13	37.1	20	28.2	47	27.6	47	23.3		
We do not have a plan, but plan to create one	116	11.5	28	10.0	6	6.6	17	10.9	3	8.6	7	9.9	18	10.6	37	18.3		
We do not intend to create a plan	52	5.2	14	5.0	1	1.1	4	2.6			8	11.3	6	3.5	19	9.4		
Total	1006	100.0	281	100.0	91	100.0	156	100.0	35	100.0	71	100.0	170	100.0	202	100.0		

	S2. How many employees are in your company?										Region - Headquarters							
	1 - 10 employees		11 - 50 employees		51 - 100 employees		101 - 250 employees		251 - 500 employees		East		South		Centr GrLks		West	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
We have a response plan we can immediately put into action	49	37.4	86	39.6	125	59.5	149	69.0	170	73.3	142	59.4	190	58.8	131	55.7	116	55.5
We are currently working on creating a plan	32	24.4	66	30.4	60	28.6	52	24.1	49	21.1	65	27.2	88	27.2	53	22.6	53	25.4
We do not have a plan, but plan to create one	35	26.7	45	20.7	19	9.0	11	5.1	6	2.6	25	10.5	32	9.9	32	13.6	27	12.9
We do not intend to create a plan	15	11.5	20	9.2	6	2.9	4	1.9	7	3.0	7	2.9	13	4.0	19	8.1	13	6.2
Total	131	100.0	217	100.0	210	100.0	216	100.0	232	100.0	239	100.0	323	100.0	235	100.0	209	100.0

	S3. What best describes your company's primary industry?																																													
	Aerospace and Defense		Automotive Manufacturing		Business Services / Consulting		Software Products or Services		Financial Services		Healthcare		Hospitality		Life Sciences / Pharmaceuticals		Oil, Gas and Energy		Mining and Natural Resources		Manufacturing		Media, Marketing or Advertising		Construction and Engineering		Public Sector or Government		Education or Non-Profit		Retail		Telecommunications		Transportation		Utilities		Wholesale		Information Technology		Real Estate		Other	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%						
We have a response plan we can immediately put into action	6	85.7	15	62.5	49	57.6	60	66.7	59	71.1	49	58.3	25	36.2	3	42.9	8	66.7	3	60.0	45	64.3	10	50.0	68	50.7	19	67.9	47	48.5	45	56.3	20	76.9	14	58.3	3	42.9	9	52.9	11	91.7	4	28.6	7	63.6
We are currently working on creating a plan			7	29.2	25	29.4	25	27.8	20	24.1	20	23.8	18	26.1	2	28.6	4	33.3			14	20.0	4	20.0	38	28.4	7	25.0	27	27.8	21	26.3	6	23.1	5	20.8	3	42.9	4	23.5	1	8.3	7	50.0	1	9.1
We do not have a plan, but plan to create one	1	14.3	2	8.3	8	9.4	3	3.3	3	3.6	13	15.5	14	20.3	1	14.3			2	40.0	9	12.9	5	25.0	19	14.2	2	7.1	13	13.4	12	15.0			2	8.3	1	14.3	3	17.6			2	14.3	1	9.1
We do not intend to create a plan					3	3.5	2	2.2	1	1.2	2	2.4	12	17.4	1	14.3			2	2.9	1	5.0	9	6.7					10	10.3	2	2.5			3	12.5			1	5.9	1	7.1	2	18.2		
Total	7	100	24	100	85	100	90	100	83	100	84	100	69	100	7	100	12	100	5	100	70	100	20	100	134	100	28	100	97	100	80	100	26	100	24	100	7	100	17	100	12	100	14	100	11	100

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Zogby Analytics Online Survey of Small Business Decision Makers
9/27/19 - 9/30/19 MOE +/- 3.1 Percentage Points

13. If you were to have a data breach or cybersecurity incident today and were to lose access to your computers and network, do you have a plan to initiate manual or backup procedures to continue operating your business?

	Total		S1. Which of the following best describes your position?													
	n		Director		CXO (any Chief Officer)		Administrator		President		Vice president		Owner or partner		Other company officer with decision making responsibilities	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Yes, we would be able to fully operate our business without computers	366	36.4	121	43.1	45	49.5	51	32.7	10	28.6	12	16.9	76	44.7	51	25.2
Somewhat, we would be able to carry out some functions without the use of computers	447	44.4	114	40.6	34	37.4	81	51.9	22	62.9	32	45.1	71	41.8	93	46.0
No, we will not be able to operate without our computers	152	15.1	34	12.1	11	12.1	18	11.5	2	5.7	22	31.0	20	11.8	45	22.3
Unsure	27	2.7	10	3.6			4	2.6	1	2.9	1	1.4	2	1.2	9	4.5
Not applicable to our type of business	14	1.4	2	.7	1	1.1	2	1.3			4	5.6	1	.6	4	2.0
Total	1006	100.0	281	100.0	91	100.0	156	100.0	35	100.0	71	100.0	170	100.0	202	100.0

	S2. How many employees are in your company?										Region - Headquarters							
	1 - 10 employees		11 - 50 employees		51 - 100 employees		101 - 250 employees		251 - 500 employees		East		South		Centr GrLks		West	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Yes, we would be able to fully operate our business without computers	34	26.0	59	27.2	80	38.1	91	42.1	102	44.0	96	40.2	118	36.5	76	32.3	76	36.4
Somewhat, we would be able to carry out some functions without the use of computers	62	47.3	106	48.8	97	46.2	92	42.6	90	38.8	99	41.4	140	43.3	118	50.2	90	43.1
No, we will not be able to operate without our computers	23	17.6	43	19.8	25	11.9	25	11.6	36	15.5	40	16.7	50	15.5	27	11.5	35	16.7
Unsure	8	6.1	2	.9	7	3.3	7	3.2	3	1.3	4	1.7	11	3.4	7	3.0	5	2.4
Not applicable to our type of business	4	3.1	7	3.2	1	.5	1	.5	1	.4			4	1.2	7	3.0	3	1.4
Total	131	100.0	217	100.0	210	100.0	216	100.0	232	100.0	239	100.0	323	100.0	235	100.0	209	100.0

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Zogby Analytics Online Survey of Small Business Decision Makers
 9/27/19 - 9/30/19 MOE +/- 3.1 Percentage Points

13. If you were to have a data breach or cybersecurity incident today and were to lose access to your computers and network, do you have a plan to initiate manual or backup procedures to continue operating your business?

	Total		S3. What best describes your company's primary industry?																																																
	n		Aerospace and Defense		Automotive Manufacturing		Business Services / Consulting		Software Products or Services		Financial Services		Healthcare		Hospitality		Life Sciences / Pharmaceuticals		Oil, Gas and Energy		Mining and Natural Resources		Manufacturing		Media, Marketing or Advertising		Construction and Engineering		Public Sector or Government		Education or Non-Profit		Retail		Telecommunications		Transportation		Utilities		Wholesale		Information Technology		Real Estate		Other				
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f
Yes, we would be able to fully operate our business without computers	366	36.4	4	57.1	12	50.0	30	35.3	40	44.4	32	38.6	33	39.3	16	23.2	2	28.6	4	33.3	3	60.0	22	31.4	5	25.0	55	41.0	8	28.6	26	26.8	32	40.0	17	65.4	5	20.8	2	28.6	4	23.5	5	41.7	4	28.6	5	45.5			
Somewhat, we would be able to carry out some functions without the use of computers	447	44.4	3	42.9	9	37.5	35	41.2	29	32.2	42	50.6	42	50.0	30	43.5	4	57.1	6	50.0	1	20.0	38	54.3	6	30.0	59	44.0	17	60.7	47	48.5	35	43.8	6	23.1	12	50.0	5	71.4	8	47.1	6	50.0	4	28.6	3	27.3			
No, we will not be able to operate without our computers	152	15.1			2	8.3	18	21.2	21	23.3	8	9.6	6	7.1	15	21.7	1	14.3	2	16.7	1	20.0	8	11.4	7	35.0	14	10.4	2	7.1	15	15.5	13	16.3	3	11.5	4	16.7			5	29.4	1	8.3	4	28.6	2	18.2			
Unsure	27	2.7			1	4.2	1	1.2			1	1.2	2	2.4	5	7.2							2	10.0	4	3.0	1	3.6	7	7.2			1	4.2							2	14.3									
Not applicable to our type of business	14	1.4					1	1.2					1	1.2	3	4.3					2	2.9			2	1.5			2	2.1			2	8.3									1	9.1							
Total	***	100	7	100	24	100	85	100	90	100	83	100	84	100	69	100	7	100	12	100	5	100	70	100	20	100	134	100	28	100	97	100	80	100	26	100	24	100	7	100	17	100	12	100	14	100	11	100			

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Zogby Analytics Online Survey of Small Business Decision Makers
9/27/19 - 9/30/19 MOE +/- 3.1 Percentage Points

14. If you were to have a data breach or cybersecurity incident today, how prepared do you think your business is to respond quickly and appropriately to limit impact?

	Total		S1. Which of the following best describes your position?															
	n		Director		CXO (any Chief Officer)		Administrator		President		Vice president		Owner or partner		Other company officer with decision making responsibilities			
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%		
Very prepared	462	45.9	135	48.0	53	58.2	75	48.1	18	51.4	25	35.2	91	53.5	65	32.2		
Somewhat prepared	472	46.9	134	47.7	35	38.5	74	47.4	17	48.6	34	47.9	68	40.0	110	54.5		
Not prepared at all	72	7.2	12	4.3	3	3.3	7	4.5			12	16.9	11	6.5	27	13.4		
Total	1006	100.0	281	100.0	91	100.0	156	100.0	35	100.0	71	100.0	170	100.0	202	100.0		

	S2. How many employees are in your company?										Region - Headquarters							
	1 - 10 employees		11 - 50 employees		51 - 100 employees		101 - 250 employees		251 - 500 employees		East		South		Centr GrLks		West	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very prepared	37	28.2	66	30.4	97	46.2	122	56.5	140	60.3	109	45.6	159	49.2	99	42.1	95	45.5
Somewhat prepared	72	55.0	125	57.6	100	47.6	90	41.7	85	36.6	113	47.3	143	44.3	118	50.2	98	46.9
Not prepared at all	22	16.8	26	12.0	13	6.2	4	1.9	7	3.0	17	7.1	21	6.5	18	7.7	16	7.7
Total	131	100.0	217	100.0	210	100.0	216	100.0	232	100.0	239	100.0	323	100.0	235	100.0	209	100.0

	S3. What best describes your company's primary industry?																																													
	Aerospace and Defense		Automotive Manufacturing		Business Services / Consulting		Software Products or Services		Financial Services		Healthcare		Hospitality		Life Sciences / Pharmaceuticals		Oil, Gas and Energy		Mining and Natural Resources		Manufacturing		Media, Marketing or Advertising		Construction and Engineering		Public Sector or Government		Education or Non-Profit		Retail		Telecommunications		Transportation		Utilities		Wholesale		Information Technology		Real Estate		Other	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%				
Very prepared	5	71.4	14	58.3	35	41.2	52	57.8	56	67.5	40	47.6	18	26.1	1	14.3	9	75.0	3	60.0	29	41.4	7	35.0	63	47.0	11	39.3	29	29.9	39	48.8	18	69.2	10	41.7	3	42.9	6	35.3	8	66.7	1	7.1	5	45.5
Somewhat prepared	1	14.3	9	37.5	42	49.4	36	40.0	25	30.1	40	47.6	37	53.6	5	71.4	3	25.0	1	20.0	36	51.4	10	50.0	64	47.8	17	60.7	59	60.8	35	43.8	8	30.8	13	54.2	4	57.1	10	58.8	4	33.3	10	71.4	3	27.3
Not prepared at all	1	14.3	1	4.2	8	9.4	2	2.2	2	2.4	4	4.8	14	20.3	1	14.3			1	20.0	5	7.1	3	15.0	7	5.2			9	9.3	6	7.5			1	5.9			3	21.4	3	27.3				
Total	7	100	24	100	85	100	90	100	83	100	84	100	69	100	7	100	12	100	5	100	70	100	20	100	134	100	28	100	97	100	80	100	26	100	24	100	7	100	17	100	12	100	14	100	11	100

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Zogby Analytics Online Survey of Small Business Decision Makers
9/27/19 - 9/30/19 MOE +/- 3.1 Percentage Points

15. To the best of your knowledge, has your business experienced an official data breach in the last 12 months?

	Total		S1. Which of the following best describes your position?													
	n		Director		CXO (any Chief Officer)		Administrator		President		Vice president		Owner or partner		Other company officer with decision making responsibilities	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Yes	281	27.9	94	33.5	35	38.5	40	25.6	14	40.0	22	31.0	49	28.8	27	13.4
No	683	67.9	175	62.3	55	60.4	106	67.9	20	57.1	43	60.6	118	69.4	166	82.2
Unsure	42	4.2	12	4.3	1	1.1	10	6.4	1	2.9	6	8.5	3	1.8	9	4.5
Total	1006	100.0	281	100.0	91	100.0	156	100.0	35	100.0	71	100.0	170	100.0	202	100.0

	S2. How many employees are in your company?										Region - Headquarters							
	1 - 10 employees		11 - 50 employees		51 - 100 employees		101 - 250 employees		251 - 500 employees		East		South		Centr GrLks		West	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Yes	14	10.7	35	16.1	56	26.7	75	34.7	101	43.5	69	28.9	88	27.2	58	24.7	66	31.6
No	109	83.2	172	79.3	147	70.0	129	59.7	126	54.3	160	66.9	223	69.0	165	70.2	135	64.6
Unsure	8	6.1	10	4.6	7	3.3	12	5.6	5	2.2	10	4.2	12	3.7	12	5.1	8	3.8
Total	131	100.0	217	100.0	210	100.0	216	100.0	232	100.0	239	100.0	323	100.0	235	100.0	209	100.0

	S3. What best describes your company's primary industry?																																													
	Aerospace and Defense		Automotive Manufacturing		Business Services / Consulting		Software Products or Services		Financial Services		Healthcare		Hospitality		Life Sciences / Pharmaceuticals		Oil, Gas and Energy		Mining and Natural Resources		Manufacturing		Media, Marketing or Advertising		Construction and Engineering		Public Sector or Government		Education or Non-Profit		Retail		Telecommunications		Transportation		Utilities		Wholesale		Information Technology		Real Estate		Other	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%				
Yes	4	57.1	12	50.0	20	23.5	36	40.0	35	42.2	17	20.2	9	13.0	2	28.6	5	41.7	2	40.0	17	24.3	7	35.0	36	26.9	5	17.9	16	16.5	17	21.3	16	61.5	5	20.8	2	28.6	5	29.4	7	58.3	2	14.3	4	36.4
No	3	42.9	9	37.5	63	74.1	53	58.9	47	56.6	64	76.2	55	79.7	5	71.4	6	50.0	3	60.0	49	70.0	10	50.0	94	70.1	21	75.0	76	78.4	61	76.3	9	34.6	18	75.0	5	71.4	11	64.7	5	41.7	10	71.4	6	54.5
Unsure			3	12.5	2	2.4	1	1.1	1	1.2	3	3.6	5	7.2			1	8.3			4	5.7	3	15.0	4	3.0	2	7.1	5	5.2	2	2.5	1	3.8	1	4.2			1	5.9			2	14.3	1	9.1
Total	7	100	24	100	85	100	90	100	83	100	84	100	69	100	7	100	12	100	5	100	70	100	20	100	134	100	28	100	97	100	80	100	26	100	24	100	7	100	17	100	12	100	14	100	11	100

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Zogby Analytics Online Survey of Small Business Decision Makers
9/27/19 - 9/30/19 MOE +/- 3.1 Percentage Points

16. What were the impacts? Indicate all that apply

	Total		S1. Which of the following best describes your position?													
	n		Director		CXO (any Chief Officer)		Administrator		President		Vice president		Owner or partner		Other company officer with decision making responsibilities	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Offline for a limited time	193	68.7	67	71.3	18	51.4	30	75.0	8	57.1	14	63.6	34	69.4	22	81.5
Bankruptcy	71	25.3	24	25.5	8	22.9	10	25.0	4	28.6	7	31.8	12	24.5	6	22.2
Financial loss	104	37.0	41	43.6	12	34.3	13	32.5	5	35.7	6	27.3	17	34.7	10	37.0
Out of business	27	9.6	13	13.8	3	8.6	1	2.5	2	14.3	1	4.5	5	10.2	2	7.4
Other	15	5.3	4	4.3	2	5.7	2	5.0					3	6.1	4	14.8
Total	281	100.0	94	100.0	35	100.0	40	100.0	14	100.0	22	100.0	49	100.0	27	100.0

	S2. How many employees are in your company?										Region - Headquarters							
	1 - 10 employees		11 - 50 employees		51 - 100 employees		101 - 250 employees		251 - 500 employees		East		South		Centr GrLks		West	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Offline for a limited time	8	57.1	27	77.1	32	57.1	49	65.3	77	76.2	53	76.8	59	67.0	34	58.6	47	71.2
Bankruptcy	1	7.1	8	22.9	19	33.9	20	26.7	23	22.8	19	27.5	21	23.9	13	22.4	18	27.3
Financial loss	4	28.6	10	28.6	19	33.9	34	45.3	37	36.6	31	44.9	33	37.5	17	29.3	23	34.8
Out of business	1	7.1			6	10.7	5	6.7	15	14.9	4	5.8	10	11.4	5	8.6	8	12.1
Other	2	14.3	1	2.9	4	7.1	1	1.3	7	6.9	3	4.3	5	5.7	2	3.4	5	7.6
Total	14	100.0	35	100.0	56	100.0	75	100.0	101	100.0	69	100.0	88	100.0	58	100.0	66	100.0

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Zogby Analytics Online Survey of Small Business Decision Makers
9/27/19 - 9/30/19 MOE +/- 3.1 Percentage Points

16. What were the impacts? Indicate all that apply

	Total		S3. What best describes your company's primary industry?																																													
			Aerospace and Defense		Automotive Manufacturing		Business Services / Consulting		Software Products or Services		Financial Services		Healthcare		Hospitality		Life Sciences / Pharmaceuticals		Oil, Gas and Energy		Mining and Natural Resources		Manufacturing		Media, Marketing or Advertising		Construction and Engineering		Public Sector or Government		Education or Non-Profit		Retail		Telecommunications		Transportation		Utilities		Wholesale		Information Technology		Real Estate		Other	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Offline for a limited time	193	68.7	4	100	9	75.0	10	50.0	26	72.2	22	62.9	12	70.6	6	66.7	1	50.0	2	40.0	2	100	12	70.6	5	71.4	30	83.3			11	68.8	12	70.6	11	68.8	3	60.0	2	100	4	80.0	6	85.7	2	100	1	25.0
Bankruptcy	71	25.3			4	33.3	6	30.0	15	41.7	7	20.0	7	41.2	2	22.2			1	20.0	1	50.0	4	23.5			9	25.0	2	40.0	3	17.6	4	25.0	1	20.0			2	40.0	2	28.6			1	25.0		
Financial loss	104	37.0			3	25.0	9	45.0	12	33.3	18	51.4	4	23.5	3	33.3	1	50.0	2	40.0	1	50.0	5	29.4	2	28.6	10	27.8	3	60.0	8	50.0	9	52.9	5	31.3	2	40.0					5	71.4	1	50.0	1	25.0
Out of business	27	9.6					2	10.0	4	11.1	2	5.7	1	5.9					1	20.0	1	50.0	2	11.8	3	42.9	7	19.4	1	20.0			1	5.9	1	6.3					1	14.3						
Other	15	5.3					2	10.0	3	8.3	1	2.9	1	5.9	1	11.1									1	2.8	1	20.0	1	6.3	1	5.9					1	14.3			2	50.0						
Total	281	100	4	100	12	100	20	100	36	100	35	100	17	100	9	100	2	100	5	100	2	100	17	100	7	100	36	100	5	100	16	100	17	100	16	100	5	100	2	100	5	100	7	100	2	100	4	100

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Zogby Analytics Online Survey of Small Business Decision Makers
9/27/19 - 9/30/19 MOE +/- 3.1 Percentage Points

17. The definition of data backup is 'A copy of files and programs made to facilitate recovery, if necessary' (e.g. saving a copy of your data to the cloud or to an external hard-drive). Given that definition, how often do you backup your business data?

	Total			S1. Which of the following best describes your position?													
	f	n	%	Director		CXO (any Chief Officer)		Administrator		President		Vice president		Owner or partner		Other company officer with decision making responsibilities	
				f	%	f	%	f	%	f	%	f	%	f	%	f	%
Multiple times per day	215		21.4	65	23.1	20	22.0	40	25.6	8	22.9	15	21.1	37	21.8	30	14.9
Daily	413		41.1	116	41.3	50	54.9	56	35.9	14	40.0	25	35.2	74	43.5	78	38.6
Weekly	226		22.5	62	22.1	15	16.5	39	25.0	9	25.7	15	21.1	39	22.9	47	23.3
Monthly	93		9.2	26	9.3	6	6.6	12	7.7	4	11.4	9	12.7	15	8.8	21	10.4
Yearly	11		1.1	1	.4			3	1.9			2	2.8	1	.6	4	2.0
Never	9		.9	4	1.4			1	.6					1	.6	3	1.5
Unsure	39		3.9	7	2.5			5	3.2			5	7.0	3	1.8	19	9.4
Total	1006		100.0	281	100.0	91	100.0	156	100.0	35	100.0	71	100.0	170	100.0	202	100.0

	S2. How many employees are in your company?										Region - Headquarters							
	1 - 10 employees		11 - 50 employees		51 - 100 employees		101 - 250 employees		251 - 500 employees		East		South		Centr GrLks		West	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Multiple times per day	21	16.0	38	17.5	50	23.8	50	23.1	56	24.1	56	23.4	72	22.3	50	21.3	37	17.7
Daily	47	35.9	92	42.4	86	41.0	93	43.1	95	40.9	87	36.4	135	41.8	100	42.6	91	43.5
Weekly	24	18.3	57	26.3	49	23.3	48	22.2	48	20.7	65	27.2	71	22.0	45	19.1	45	21.5
Monthly	22	16.8	16	7.4	21	10.0	14	6.5	20	8.6	16	6.7	30	9.3	20	8.5	27	12.9
Yearly	3	2.3	3	1.4	1	.5	2	.9	2	.9	1	.4	2	.6	7	3.0	1	.5
Never	3	2.3	3	1.4	1	.5	2	.9			2	.8	2	.6	3	1.3	2	1.0
Unsure	11	8.4	8	3.7	2	1.0	7	3.2	11	4.7	12	5.0	11	3.4	10	4.3	6	2.9
Total	131	100.0	217	100.0	210	100.0	216	100.0	232	100.0	239	100.0	323	100.0	235	100.0	209	100.0

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17. The definition of data backup is 'A copy of files and programs made to facilitate recovery, if necessary' (e.g. saving a copy of your data to the cloud or to an external hard-drive). Given that definition, how often do you backup your business data?

	Total		S3. What best describes your company's primary industry?																																															
	n		Aerospace and Defense		Automotive Manufacturing		Business Services / Consulting		Software Products or Services		Financial Services		Healthcare		Hospitality		Life Sciences / Pharmaceuticals		Oil, Gas and Energy		Mining and Natural Resources		Manufacturing		Media, Marketing or Advertising		Construction and Engineering		Public Sector or Government		Education or Non-Profit		Retail		Telecommunications		Transportation		Utilities		Wholesale		Information Technology		Real Estate		Other			
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%		
Multiple times per day	215	21.4	2	28.6	4	16.7	16	18.8	24	26.7	21	25.3	23	27.4	6	8.7	1	14.3	3	25.0			14	20.0			5	25.0	21	15.7	5	17.9	24	24.7	23	28.8	9	34.6	5	20.8	1	14.3	2	11.8	2	16.7	2	14.3	2	18.2
Daily	413	41.1	4	57.1	8	33.3	44	51.8	38	42.2	31	37.3	29	34.5	28	40.6	3	42.9	7	58.3	2	40.0	26	37.1	6	30.0	62	46.3	12	42.9	38	39.2	27	33.8	10	38.5	9	37.5	2	28.6	9	52.9	8	66.7	6	42.9	4	36.4		
Weekly	226	22.5			9	37.5	18	21.2	17	18.9	18	21.7	23	27.4	18	26.1	3	42.9	1	8.3	2	40.0	17	24.3	3	15.0	32	23.9	5	17.9	14	14.4	20	25.0	5	19.2	6	25.0	4	57.1	5	29.4			3	21.4	3	27.3		
Monthly	93	9.2			2	8.3	4	4.7	9	10.0	11	13.3	3	3.6	9	13.0			1	8.3	1	20.0	6	8.6	4	20.0	15	11.2	4	14.3	10	10.3	5	6.3	2	7.7	2	8.3			1	5.9	2	16.7	1	7.1	1	9.1		
Yearly	11	1.1	1	14.3									2	2.4	1	1.4							3	4.3			1	.7			1	1.0	1	1.3			1	4.2												
Never	9	.9					1	1.2					1	1.2	1	1.4									1	.7			2	2.1	2	2.5											1	7.1						
Unsure	39	3.9			1	4.2	2	2.4	2	2.2	2	2.4	3	3.6	6	8.7							4	5.7	2	10.0	2	1.5	2	7.1	8	8.2	2	2.5			1	4.2							1	7.1	1	9.1		
Total	***	100	7	100	24	100	85	100	90	100	83	100	84	100	69	100	7	100	12	100	5	100	70	100	20	100	134	100	28	100	97	100	80	100	26	100	24	100	7	100	17	100	12	100	14	100	11	100		

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Zogby Analytics Online Survey of Small Business Decision Makers
9/27/19 - 9/30/19 MOE +/- 3.1 Percentage Points

18. Which of the following types of resources would be most helpful in making your business more cyber-secure? Select all that apply.

	Total		S1. Which of the following best describes your position?													
	n		Director		CXO (any Chief Officer)		Administrator		President		Vice president		Owner or partner		Other company officer with decision making responsibilities	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Checklists on cybersecurity best-practices*	612	60.8	183	65.1	55	60.4	84	53.8	19	54.3	39	54.9	109	64.1	123	60.9
Infographics on cybersecurity best-practices*	341	33.9	114	40.6	32	35.2	56	35.9	11	31.4	23	32.4	48	28.2	57	28.2
Template privacy and security policies*	455	45.2	139	49.5	40	44.0	69	44.2	15	42.9	31	43.7	78	45.9	83	41.1
Template cybersecurity 101 presentations for employees*	415	41.3	120	42.7	45	49.5	57	36.5	8	22.9	30	42.3	64	37.6	91	45.0
Case studies on the cyber security practices in small businesses like yours*	344	34.2	103	36.7	42	46.2	45	28.8	13	37.1	24	33.8	59	34.7	58	28.7
Video-based tutorials on cybersecurity best-practices*	438	43.5	131	46.6	42	46.2	56	35.9	12	34.3	31	43.7	77	45.3	89	44.1
Signage for the workplace on cybersecurity best-practices*	240	23.9	67	23.8	20	22.0	36	23.1	3	8.6	15	21.1	40	23.5	59	29.2
Other (Specify)	3	.3	1	.4	1	1.1									1	.5
Unsure	58	5.8	12	4.3	2	2.2	10	6.4	1	2.9	8	11.3	7	4.1	18	8.9
Total	1006	100.0	281	100.0	91	100.0	156	100.0	35	100.0	71	100.0	170	100.0	202	100.0

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9/27/19 - 9/30/19 MOE +/- 3.1 Percentage Points

18. Which of the following types of resources would be most helpful in making your business more cyber-secure? Select all that apply.

	Total		S2. How many employees are in your company?										Region - Headquarters							
	n		1 - 10 employees		11 - 50 employees		51 - 100 employees		101 - 250 employees		251 - 500 employees		East		South		Centr GrLks		West	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Checklists on cybersecurity best-practices*	612	60.8	66	50.4	130	59.9	133	63.3	135	62.5	148	63.8	142	59.4	203	62.8	141	60.0	126	60.3
Infographics on cybersecurity best-practices*	341	33.9	28	21.4	67	30.9	67	31.9	86	39.8	93	40.1	83	34.7	107	33.1	77	32.8	74	35.4
Template privacy and security policies*	455	45.2	40	30.5	88	40.6	106	50.5	106	49.1	115	49.6	109	45.6	150	46.4	101	43.0	95	45.5
Template cybersecurity 101 presentations for employees*	415	41.3	38	29.0	90	41.5	90	42.9	90	41.7	107	46.1	101	42.3	140	43.3	87	37.0	87	41.6
Case studies on the cyber security practices in small businesses like yours*	344	34.2	31	23.7	72	33.2	75	35.7	83	38.4	83	35.8	83	34.7	112	34.7	78	33.2	71	34.0
Video-based tutorials on cybersecurity best-practices*	438	43.5	55	42.0	101	46.5	97	46.2	92	42.6	93	40.1	104	43.5	150	46.4	100	42.6	84	40.2
Signage for the workplace on cybersecurity best-practices*	240	23.9	38	29.0	55	25.3	50	23.8	47	21.8	50	21.6	42	17.6	87	26.9	56	23.8	55	26.3
Other (Specify)	3	.3	1	.8			1	.5	1	.5					1	.3	1	.4	1	.5
Unsure	58	5.8	22	16.8	15	6.9	5	2.4	7	3.2	9	3.9	10	4.2	18	5.6	22	9.4	8	3.8
Total	1006	100.0	131	100.0	217	100.0	210	100.0	216	100.0	232	100.0	239	100.0	323	100.0	235	100.0	209	100.0

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Zogby Analytics Online Survey of Small Business Decision Makers
9/27/19 - 9/30/19 MOE +/- 3.1 Percentage Points

18. Which of the following types of resources would be most helpful in making your business more cyber-secure? Select all that apply.

	Total		S3. What best describes your company's primary industry?																																													
	n	f %	Aerospace and Defense		Automotive Manufacturing		Business Services / Consulting		Software Products or Services		Financial Services		Healthcare		Hospitality		Life Sciences / Pharmaceuticals		Oil, Gas and Energy		Mining and Natural Resources		Manufacturing		Media, Marketing or Advertising		Construction and Engineering		Public Sector or Government		Education or Non-Profit		Retail		Telecommunications		Transportation		Utilities		Wholesale		Information Technology		Real Estate		Other	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%		
Checklists on cybersecurity best-practices*	612	60.8	5	71.4	11	45.8	54	63.5	53	58.9	53	63.9	49	58.3	35	50.7	5	71.4	7	58.3	2	40.0	39	55.7	12	60.0	87	64.9	18	64.3	61	62.9	49	61.3	21	80.8	13	54.2	5	71.4	9	52.9	8	66.7	10	71.4	6	54.5
Infographics on cybersecurity best-practices*	341	33.9	2	28.6	9	37.5	27	31.8	45	50.0	36	43.4	27	32.1	9	13.0	1	14.3	4	33.3			19	27.1	7	35.0	50	37.3	5	17.9	37	38.1	23	28.8	14	53.8	4	16.7	2	28.6	8	47.1	7	58.3	3	21.4	2	18.2
Template privacy and security policies*	455	45.2	1	14.3	7	29.2	37	43.5	53	58.9	39	47.0	39	46.4	30	43.5	2	28.6	6	50.0	1	20.0	33	47.1	10	50.0	53	39.6	7	25.0	48	49.5	34	42.5	14	53.8	12	50.0	3	42.9	5	29.4	8	66.7	5	35.7	8	72.7
Template cybersecurity 101 presentations for employees*	415	41.3	1	14.3	7	29.2	33	38.8	44	48.9	35	42.2	30	35.7	29	42.0	1	14.3	5	41.7			30	42.9	5	25.0	55	41.0	12	42.9	39	40.2	35	43.8	15	57.7	14	58.3	2	28.6	4	23.5	8	66.7	8	57.1	3	27.3
Case studies on the cyber security practices in small businesses like yours*	344	34.2	3	42.9	6	25.0	33	38.8	37	41.1	27	32.5	26	31.0	18	26.1	1	14.3	3	25.0	2	40.0	25	35.7	8	40.0	54	40.3	5	17.9	29	29.9	30	37.5	12	46.2	8	33.3	3	42.9	3	17.6	6	50.0	2	14.3	3	27.3
Video-based tutorials on cybersecurity best-practices*	438	43.5	2	28.6	7	29.2	36	42.4	42	46.7	30	36.1	46	54.8	33	47.8	2	28.6	5	41.7	1	20.0	29	41.4	9	45.0	57	42.5	9	32.1	48	49.5	28	35.0	15	57.7	9	37.5	3	42.9	7	41.2	8	66.7	9	64.3	3	27.3
Signage for the workplace on cybersecurity best-practices*	240	23.9	1	14.3	2	8.3	16	18.8	19	21.1	21	25.3	22	26.2	16	23.2	3	42.9	2	16.7	1	20.0	19	27.1	7	35.0	30	22.4	7	25.0	28	28.9	18	22.5	5	19.2	9	37.5	1	14.3	5	29.4	3	25.0	4	28.6	1	9.1
Other (Specify)	3	.3					1	1.2	1	1.1																																						
Unsure	58	5.8	1	14.3	1	4.2	3	3.5	1	1.1	2	2.4	5	6.0	10	14.5							4	5.7	2	10.0	6	4.5	1	3.6	9	9.3	6	7.5			2	8.3	1	14.3	1	5.9			2	14.3	1	9.1
Total	***	100	7	100	24	100	85	100	90	100	83	100	84	100	69	100	7	100	12	100	5	100	70	100	20	100	134	100	28	100	97	100	80	100	26	100	24	100	7	100	17	100	12	100	14	100	11	100

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9/27/19 - 9/30/19 MOE +/- 3.1 Percentage Points

19. What is (are) your biggest obstacle(s) to improving the cybersecurity of your business? Select all that apply

	Total		S1. Which of the following best describes your position?													
	n		Director		CXO (any Chief Officer)		Administrator		President		Vice president		Owner or partner		Other company officer with decision making responsibilities	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Too expensive	380	37.8	143	50.9	27	29.7	56	35.9	9	25.7	25	35.2	50	29.4	70	34.7
Don't know what to do	184	18.3	47	16.7	24	26.4	29	18.6	4	11.4	16	22.5	28	16.5	36	17.8
Lack of time	351	34.9	92	32.7	31	34.1	52	33.3	16	45.7	22	31.0	71	41.8	67	33.2
Don't have the technical skills or knowledge in-house	255	25.3	64	22.8	21	23.1	36	23.1	6	17.1	20	28.2	44	25.9	64	31.7
We don't need to improve the cybersecurity of our business	118	11.7	26	9.3	9	9.9	22	14.1	4	11.4	7	9.9	22	12.9	28	13.9
Not sure	77	7.7	19	6.8	6	6.6	10	6.4	2	5.7	6	8.5	17	10.0	17	8.4
Total	1006	100.0	281	100.0	91	100.0	156	100.0	35	100.0	71	100.0	170	100.0	202	100.0

	S2. How many employees are in your company?										Region - Headquarters							
	1 - 10 employees		11 - 50 employees		51 - 100 employees		101 - 250 employees		251 - 500 employees		East		South		Centr GrLks		West	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Too expensive	46	35.1	81	37.3	84	40.0	77	35.6	92	39.7	87	36.4	117	36.2	94	40.0	82	39.2
Don't know what to do	33	25.2	47	21.7	36	17.1	36	16.7	32	13.8	40	16.7	58	18.0	41	17.4	45	21.5
Lack of time	39	29.8	87	40.1	79	37.6	75	34.7	71	30.6	96	40.2	108	33.4	75	31.9	72	34.4
Don't have the technical skills or knowledge in-house	43	32.8	76	35.0	41	19.5	44	20.4	51	22.0	56	23.4	93	28.8	57	24.3	49	23.4
We don't need to improve the cybersecurity of our business	21	16.0	18	8.3	21	10.0	29	13.4	29	12.5	26	10.9	37	11.5	31	13.2	24	11.5
Not sure	13	9.9	14	6.5	15	7.1	14	6.5	21	9.1	14	5.9	24	7.4	19	8.1	20	9.6
Total	131	100.0	217	100.0	210	100.0	216	100.0	232	100.0	239	100.0	323	100.0	235	100.0	209	100.0

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19. What is (are) your biggest obstacle(s) to improving the cybersecurity of your business? Select all that apply

	Total		S3. What best describes your company's primary industry?																																														
			Aerospace and Defense		Automotive Manufacturing		Business Services / Consulting		Software Products or Services		Financial Services		Healthcare		Hospitality		Life Sciences / Pharmaceuticals		Oil, Gas and Energy		Mining and Natural Resources		Manufacturing		Media, Marketing or Advertising		Construction and Engineering		Public Sector or Government		Education or Non-Profit		Retail		Telecommunications		Transportation		Utilities		Wholesale		Information Technology		Real Estate		Other		
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f
Too expensive	380	37.8	1	14.3	12	50.0	35	41.2	38	42.2	32	38.6	31	36.9	19	27.5	4	57.1	5	41.7	1	20.0	26	37.1	4	20.0	47	35.1	10	35.7	43	44.3	30	37.5	10	38.5	12	50.0	1	14.3	5	29.4	6	50.0	5	35.7	3	27.3	
Don't know what to do	184	18.3	2	28.6	5	20.8	11	12.9	13	14.4	17	20.5	19	22.6	19	27.5			3	25.0	1	20.0	11	15.7	4	20.0	18	13.4	6	21.4	21	21.6	15	18.8	5	19.2	3	12.5	1	14.3	4	23.5	1	8.3	4	28.6	1	9.1	
Lack of time	351	34.9	1	14.3	4	16.7	32	37.6	39	43.3	31	37.3	29	34.5	16	23.2	2	28.6	4	33.3	1	20.0	22	31.4	10	50.0	55	41.0	6	21.4	30	30.9	28	35.0	8	30.8	7	29.2	4	57.1	6	35.3	6	50.0	5	35.7	5	45.5	
Don't have the technical skills or knowledge in-house	255	25.3			5	20.8	21	24.7	16	17.8	15	18.1	16	19.0	23	33.3	2	28.6	3	25.0	2	40.0	13	18.6	8	40.0	45	33.6	7	25.0	28	28.9	15	18.8	10	38.5	6	25.0	1	14.3	8	47.1	1	8.3	8	57.1	2	18.2	
We don't need to improve the cybersecurity of our business	118	11.7	2	28.6	1	4.2	11	12.9	9	10.0	8	9.6	10	11.9	10	14.5					1	20.0	11	15.7	2	10.0	18	13.4	6	21.4	5	5.2	14	17.5	1	3.8	5	20.8	1	14.3			2	16.7			1	9.1	
Not sure	77	7.7	1	14.3	1	4.2	9	10.6	6	6.7	5	6.0	8	9.5	8	11.6			1	8.3			5	7.1	2	10.0	7	5.2	3	10.7	10	10.3	3	3.8	4	15.4					1	8.3	2	14.3	1	9.1			
Total	***	100	7	100	24	100	85	100	90	100	83	100	84	100	69	100	7	100	12	100	5	100	70	100	20	100	134	100	28	100	97	100	80	100	26	100	24	100	7	100	17	100	12	100	14	100	11	100	

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Zogby Analytics Online Survey of Small Business Decision Makers
9/27/19 - 9/30/19 MOE +/- 3.1 Percentage Points

20. What are your company's main sources of cybersecurity information? (Choose all that apply).

	Total			S1. Which of the following best describes your position?													
	n		%	Director		CXO (any Chief Officer)		Administrator		President		Vice president		Owner or partner		Other company officer with decision making responsibilities	
	f			f	%	f	%	f	%	f	%	f	%	f	%	f	%
National Cyber Security Alliance Website (Staysafeonline.org)	302		30.0	77	27.4	29	31.9	42	26.9	9	25.7	23	32.4	61	35.9	61	30.2
Non-profit other than National Cyber Security Alliance	147		14.6	51	18.1	14	15.4	26	16.7	4	11.4	11	15.5	23	13.5	18	8.9
Department of Homeland Security's Be Cyber Smart website (https://www.dhs.gov/be-cyber-smart)	305		30.3	99	35.2	37	40.7	41	26.3	11	31.4	18	25.4	53	31.2	46	22.8
Federal government website other than Department of Homeland Security's Be Cyber Smart Website.	292		29.0	83	29.5	27	29.7	55	35.3	11	31.4	20	28.2	47	27.6	49	24.3
Technology publication website	341		33.9	105	37.4	40	44.0	43	27.6	11	31.4	29	40.8	54	31.8	59	29.2
Trade association	187		18.6	56	19.9	17	18.7	29	18.6	6	17.1	11	15.5	35	20.6	33	16.3
Social Media	217		21.6	71	25.3	11	12.1	30	19.2	8	22.9	16	22.5	40	23.5	41	20.3
Local business association (such as a chamber or Better Business Bureau)	326		32.4	92	32.7	23	25.3	45	28.8	11	31.4	16	22.5	69	40.6	70	34.7
Other	90		8.9	25	8.9	5	5.5	11	7.1	1	2.9	10	14.1	5	2.9	33	16.3
Total	1006		100.0	281	100.0	91	100.0	156	100.0	35	100.0	71	100.0	170	100.0	202	100.0

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Zogby Analytics Online Survey of Small Business Decision Makers
9/27/19 - 9/30/19 MOE +/- 3.1 Percentage Points

20. What are your company's main sources of cybersecurity information? (Choose all that apply).

	Total		S2. How many employees are in your company?										Region - Headquarters							
	n		1 - 10 employees		11 - 50 employees		51 - 100 employees		101 - 250 employees		251 - 500 employees		East		South		Centr GrLks		West	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
National Cyber Security Alliance Website (Staysafeonline.org)	302	30.0	27	20.6	57	26.3	55	26.2	76	35.2	87	37.5	79	33.1	107	33.1	64	27.2	52	24.9
Non-profit other than National Cyber Security Alliance	147	14.6	13	9.9	24	11.1	31	14.8	44	20.4	35	15.1	36	15.1	52	16.1	31	13.2	28	13.4
Department of Homeland Security's Be Cyber Smart website (https://www.dhs.gov/be-cyber-smart)	305	30.3	20	15.3	50	23.0	71	33.8	81	37.5	83	35.8	68	28.5	102	31.6	70	29.8	65	31.1
Federal government website other than Department of Homeland Security's Be Cyber Smart Website.	292	29.0	24	18.3	45	20.7	53	25.2	84	38.9	86	37.1	85	35.6	88	27.2	63	26.8	56	26.8
Technology publication website	341	33.9	29	22.1	64	29.5	68	32.4	83	38.4	97	41.8	75	31.4	108	33.4	78	33.2	80	38.3
Trade association	187	18.6	21	16.0	30	13.8	44	21.0	46	21.3	46	19.8	36	15.1	62	19.2	47	20.0	42	20.1
Social Media	217	21.6	37	28.2	43	19.8	42	20.0	41	19.0	54	23.3	50	20.9	67	20.7	48	20.4	52	24.9
Local business association (such as a chamber or Better Business Bureau)	326	32.4	43	32.8	70	32.3	78	37.1	67	31.0	68	29.3	73	30.5	109	33.7	77	32.8	67	32.1
Other	90	8.9	20	15.3	29	13.4	13	6.2	17	7.9	11	4.7	22	9.2	26	8.0	22	9.4	20	9.6
Total	1006	100.0	131	100.0	217	100.0	210	100.0	216	100.0	232	100.0	239	100.0	323	100.0	235	100.0	209	100.0

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Zogby Analytics Online Survey of Small Business Decision Makers
9/27/19 - 9/30/19 MOE +/- 3.1 Percentage Points

20. What are your company's main sources of cybersecurity information? (Choose all that apply).

	Total		S3. What best describes your company's primary industry?																																													
	n	%	Aerospace and Defense		Automotive Manufacturing		Business Services / Consulting		Software Products or Services		Financial Services		Healthcare		Hospitality		Life Sciences / Pharmaceuticals		Oil, Gas and Energy		Mining and Natural Resources		Manufacturing		Media, Marketing or Advertising		Construction and Engineering		Public Sector or Government		Education or Non-Profit		Retail		Telecommunications		Transportation		Utilities		Wholesale		Information Technology		Real Estate		Other	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
National Cyber Security Alliance Website (Staysafeonline.org)	302	30.0	2	28.6	10	41.7	23	27.1	41	45.6	32	38.6	27	32.1	14	20.3	1	14.3	2	16.7	1	20.0	16	22.9	7	35.0	35	26.1	9	32.1	17	17.5	24	30.0	12	46.2	7	29.2	3	42.9	7	41.2	5	41.7	3	21.4	4	36.4
Non-profit other than National Cyber Security Alliance	147	14.6	1	14.3	4	16.7	11	12.9	15	16.7	13	15.7	13	15.5	9	13.0			3	25.0			8	11.4	2	10.0	24	17.9	3	10.7	23	23.7	7	8.8	4	15.4	2	8.3			3	25.0	2	14.3				
Department of Homeland Security's Be Cyber Smart website (https://www.dhs.gov/be-cyber-smart)	305	30.3	3	42.9	6	25.0	20	23.5	37	41.1	35	42.2	23	27.4	15	21.7	1	14.3	3	25.0	2	40.0	25	35.7	5	25.0	31	23.1	11	39.3	23	23.7	26	32.5	13	50.0	8	33.3	3	42.9	4	23.5	6	50.0	2	14.3	3	27.3
Federal government website other than Department of Homeland Security's Be Cyber Smart Website.	292	29.0	3	42.9	7	29.2	25	29.4	25	27.8	27	32.5	25	29.8	15	21.7	1	14.3	2	16.7	1	20.0	11	15.7	5	25.0	34	25.4	16	57.1	28	28.9	23	28.8	11	42.3	12	50.0	4	57.1	3	17.6	8	66.7	5	35.7	1	9.1
Technology publication website	341	33.9	2	28.6	4	16.7	31	36.5	45	50.0	34	41.0	25	29.8	13	18.8	1	14.3	7	58.3			26	37.1	6	30.0	50	37.3	5	17.9	26	26.8	22	27.5	14	53.8	8	33.3	1	14.3	3	17.6	9	75.0	5	35.7	4	36.4
Trade association	187	18.6	2	28.6	4	16.7	22	25.9	11	12.2	22	26.5	15	17.9	8	11.6			4	33.3			15	21.4	3	15.0	30	22.4	2	7.1	11	11.3	14	17.5	4	15.4	6	25.0	1	14.3	4	23.5	4	33.3	3	21.4	2	18.2
Social Media	217	21.6	2	28.6	9	37.5	18	21.2	19	21.1	19	22.9	12	14.3	14	20.3	1	14.3	2	16.7	1	20.0	16	22.9	5	25.0	33	24.6	2	7.1	21	21.6	20	25.0	5	19.2	7	29.2			2	11.8	5	41.7	2	14.3	2	18.2
Local business association (such as a chamber or Better Business Bureau)	326	32.4	3	42.9	3	12.5	32	37.6	24	26.7	21	25.3	22	26.2	30	43.5	4	57.1	3	25.0	1	20.0	27	38.6	6	30.0	50	37.3	4	14.3	27	27.8	31	38.8	8	30.8	5	20.8			10	58.8	5	41.7	6	42.9	4	36.4
Other	90	8.9				12	14.1	5	5.6	2	2.4	5	6.0	9	13.0	1	14.3						10	14.3	3	15.0	11	8.2	4	14.3	16	16.5	3	3.8	1	3.8	1	4.2	1	14.3	1	5.9			3	21.4	2	18.2
Total	***	100	7	100	24	100	85	100	90	100	83	100	84	100	69	100	7	100	12	100	5	100	70	100	20	100	134	100	28	100	97	100	80	100	26	100	24	100	7	100	17	100	12	100	14	100	11	100

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