

NATIONAL SMALL BUSINESS STUDY

The National Cyber Security Alliance has conducted a new study with Symantec and Zogby International to analyze small business' cyber security practices and attitudes. Zogby International polled nearly 1,500 small business owners. The Zogby International poll has a margin of error is +/- 2.6 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, and 20% have intellectual property and other sensitive corporate content online.
- 86% of these firms do not have anyone solely focused on information technology (IT) security.
- 53% of firms check their computers to ensure that anti-virus, anti-spyware, firewalls and operating systems are up-to-date and 11% never check them.
- 20% say they use the minimal threshold of security to protect customer and employee data.
- 6% fear the loss of customer data and 42% believe that their customers are concerned about the IT security of their business.
- 58% believe their data is not any safer in the last 12 months and 7% believe it is less safe.

Internet Safety Polling Results

- 75% of small businesses said that they use the Internet to communicate with customers.
- Only 28% of U.S. small businesses have formal Internet security policies while 35% provide training to employees about Internet safety and security.
- 56% believe cybersecurity is the cost of doing business and 21% believe it is just "a nice thing to have".
- 90% of businesses do not have workplace signage that helps keep IT security and Internet safety awareness top of mind for your employees.
- 25% of the businesses do not ensure password protection for their wireless networks.
- 66% of employees take computers or PDAs containing sensitive information off-site.

The demographic makeup of the small business polled focused on number of employees and revenue. 56 percent of those polled were companies with one-to-nine employees, 10 percent had 10-25 employees, five percent had 26-50 employees and five percent had more than 51 employees. In terms of revenue, 56 percent had annual revenue of \$249,000 or less, 11 percent have revenue of \$250,000-\$499,000, eight percent have revenue of \$500,000 to \$1 million. 11 percent have revenue between \$1 million and \$5 million and five percent have revenues exceeding \$5 million. The Zogby International poll has a margin of error is +/- 2.6 percentage points.