



Duo Security

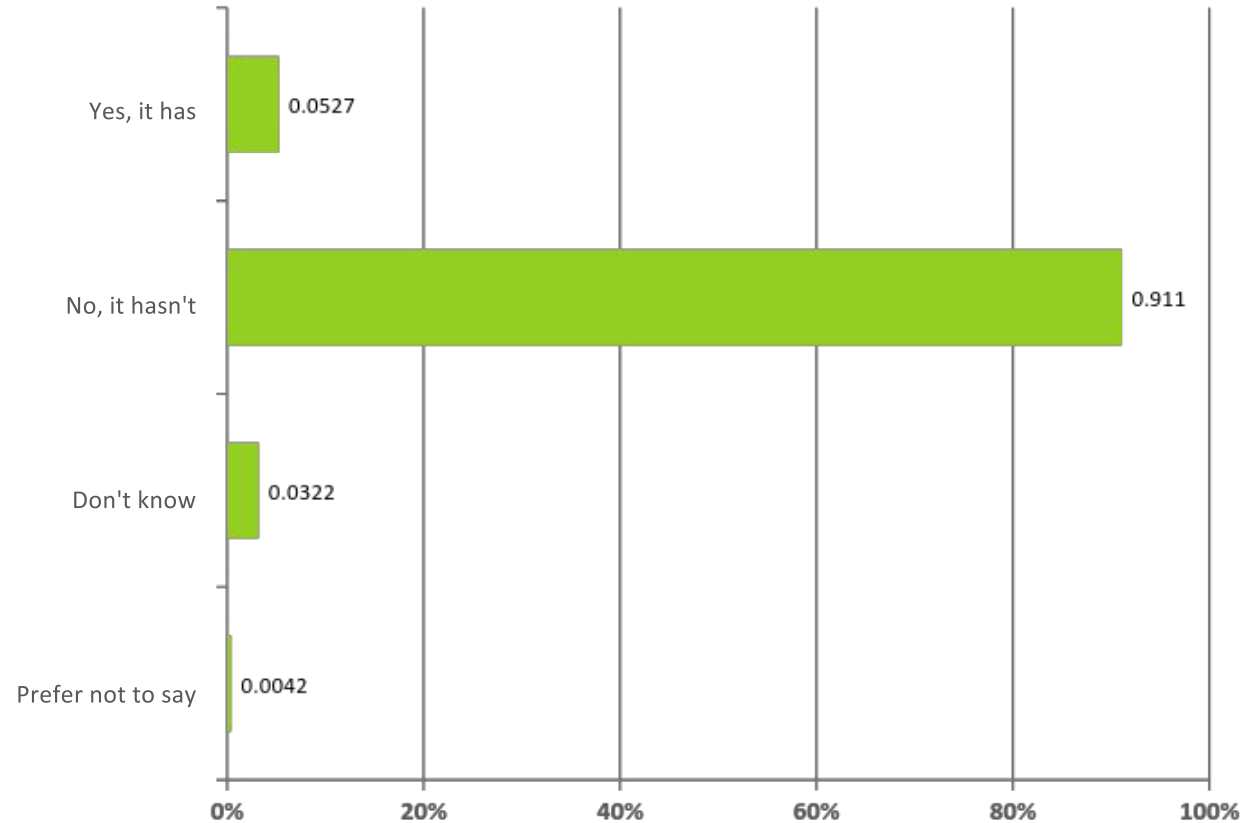
Conducted by YouGov

Fieldwork Dates: 19th - 26th September 2017

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XED_Q7. For the following questions, please remember that your answers are always treated confidentially and are never analysed individually. By "cyber breach", we mean an incident when information is stolen or taken from your business' system without the knowledge or authorisation of the system's owner (e.g. a ransomware attack, malware attack etc.). Has your business experienced a cyber breach in the last 12 months (i.e. since September 2016)?

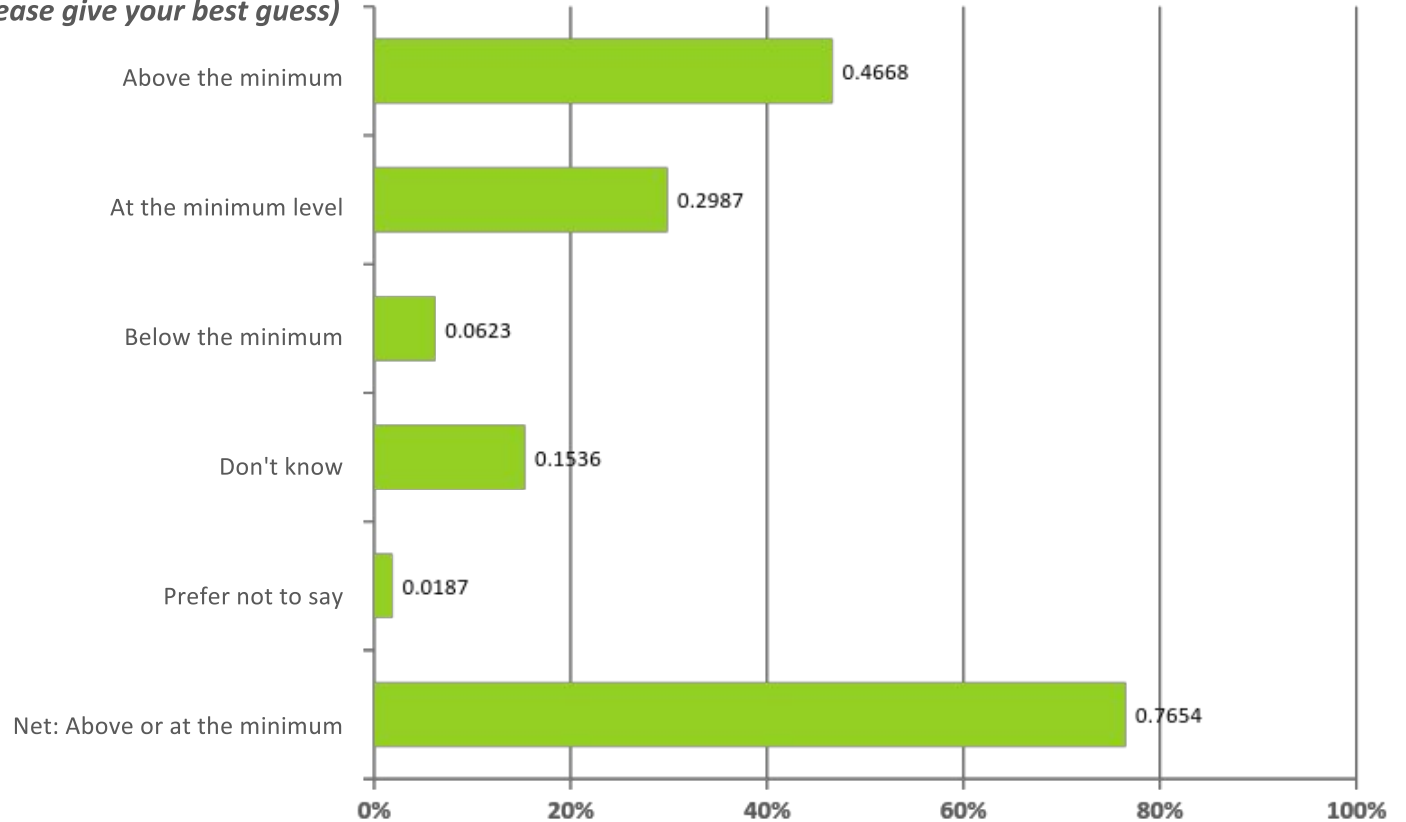


Unweighted base: All Small Business Decision Makers (1009)



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XED_Q1. As a reminder, by "cyber breach", we mean an incident when information is stolen or taken from a system without the knowledge or authorisation of the system's owner (e.g. a ransomware attack, malware attack etc.). For the following question, we would like you to think about the minimum level of security your business needs to effectively protect itself from cyber breaches. Do you think your business is currently above or below this level, or are you at the minimum level? (Please select the option that best applies, if you are unsure please give your best guess)

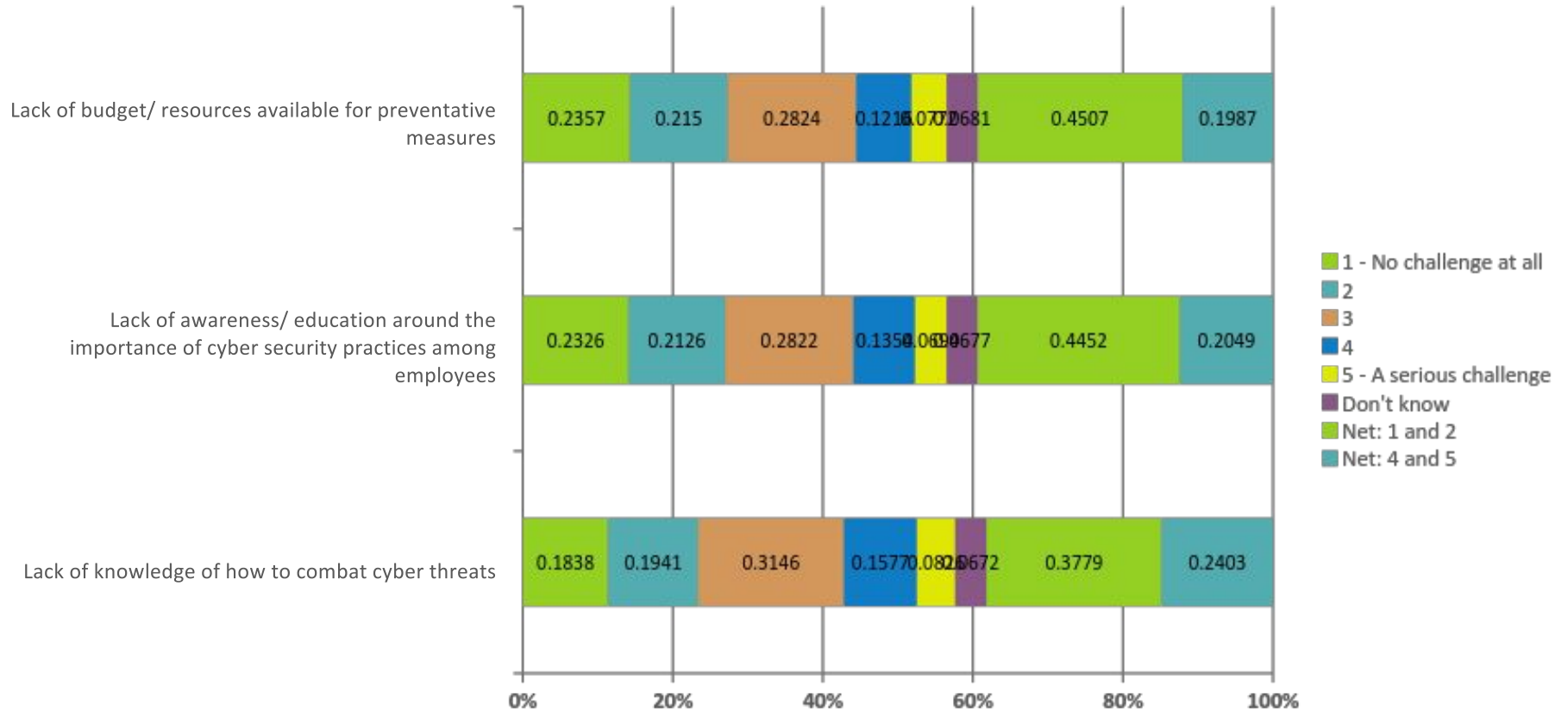


Unweighted base: All Small Business Decision Makers (1009)



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XED_Q2. On a scale of 1 to 5, where 1 is "No challenge at all" and 5 is "A serious challenge"... How much of a challenge, if at all, would you say each of the following are currently to your business effectively protecting itself from cyber security threats? (Please select one option on each row)

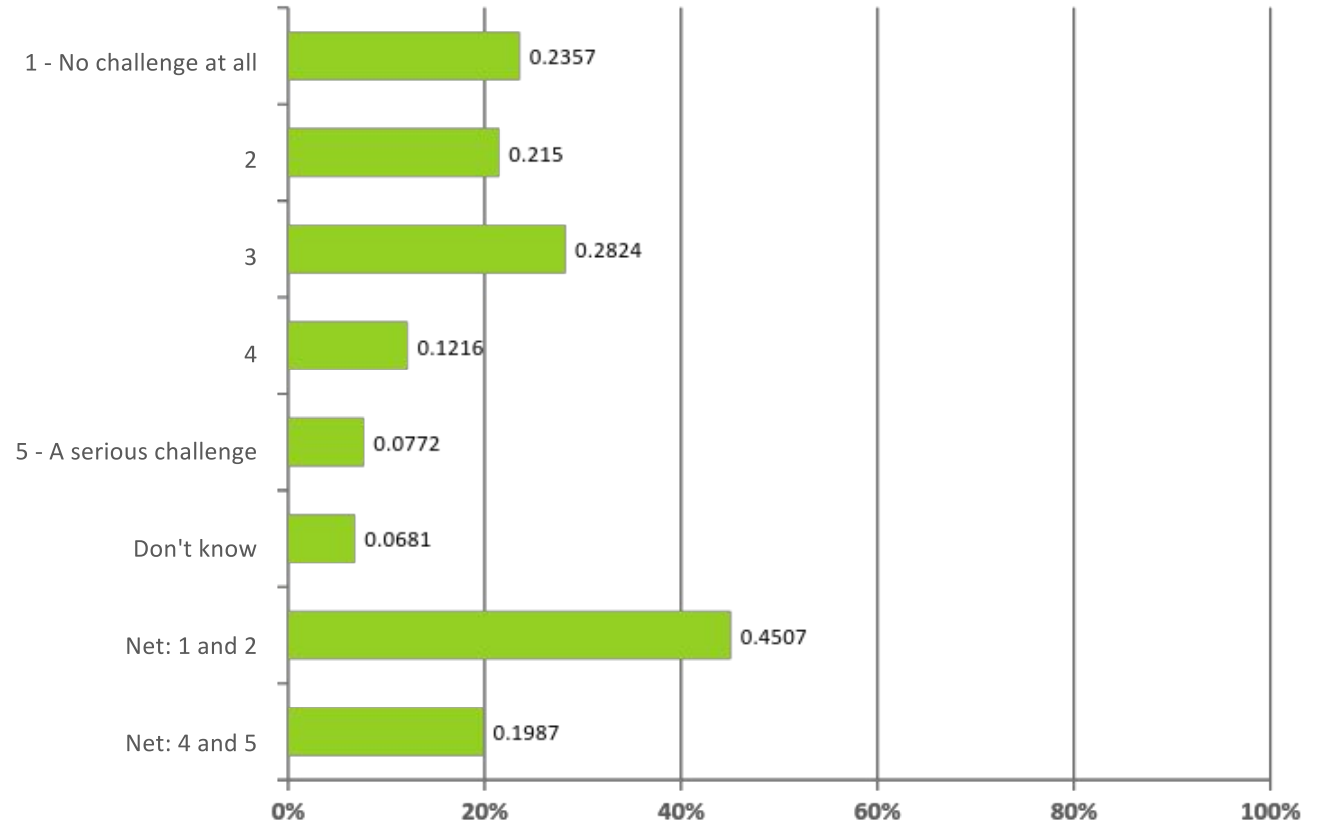


Unweighted base: All Small Business Decision Makers (1009)



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xed_q2_1. On a scale of 1 to 5, where 1 is "No challenge at all" and 5 is "A serious challenge"... How much of a challenge, if at all, would you say each of the following are currently to your business effectively protecting itself from cyber security threats? (Please select one option on each row) - Lack of budget/ resources available for preventative measures

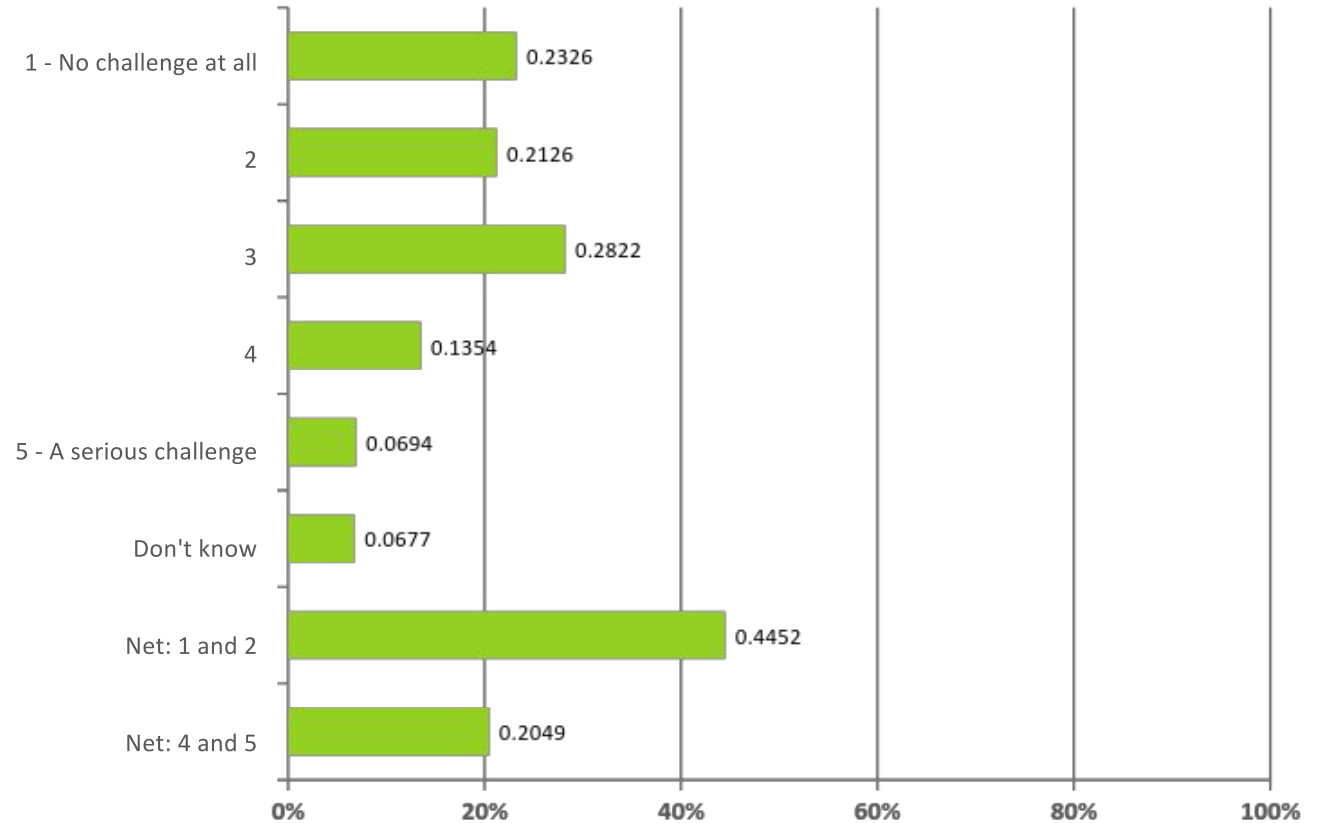


Unweighted base: All Small Business Decision Makers (1009)



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xed_q2_2. On a scale of 1 to 5, where 1 is "No challenge at all" and 5 is "A serious challenge"... How much of a challenge, if at all, would you say each of the following are currently to your business effectively protecting itself from cyber security threats? (Please select one option on each row) - Lack of awareness/ education around the importance of cyber security practices among employees

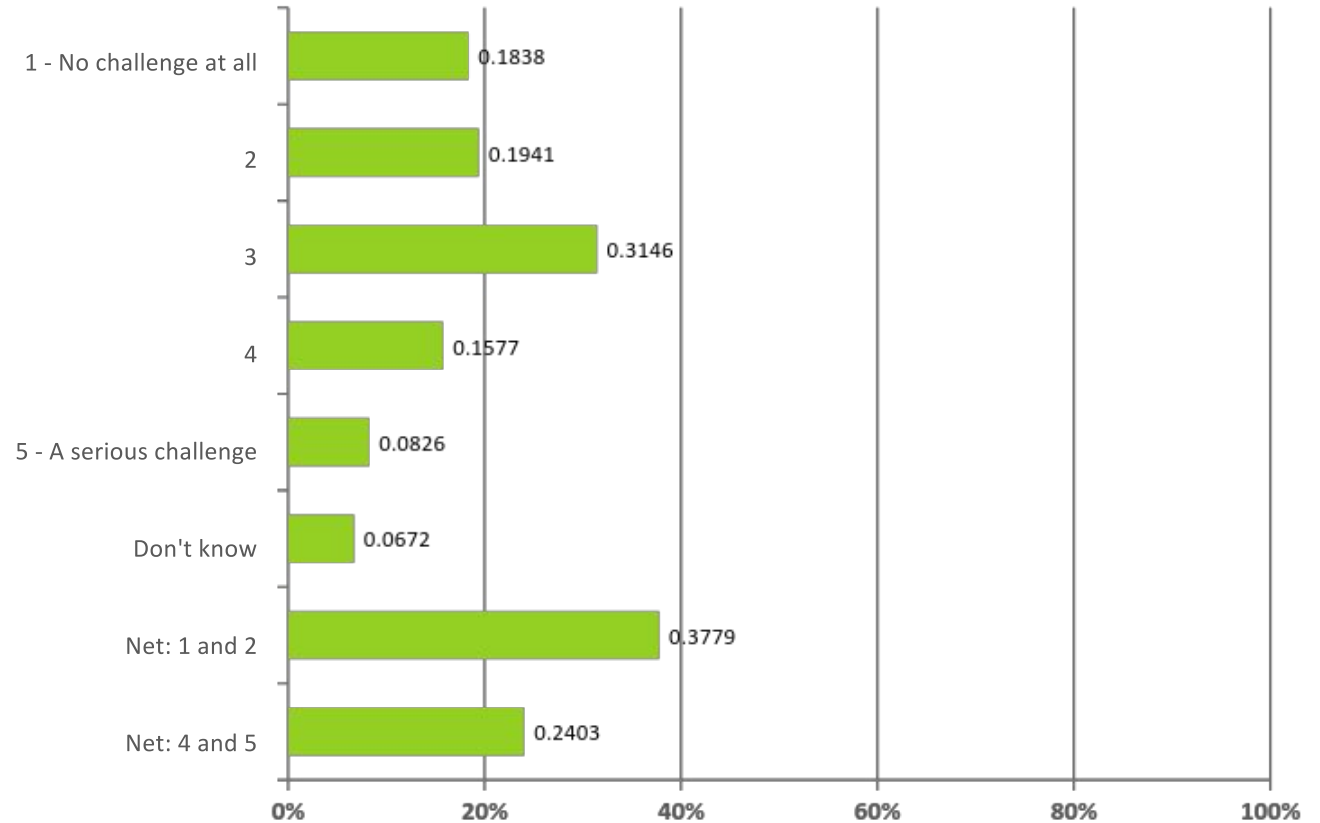


Unweighted base: All Small Business Decision Makers (1009)



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xed_q2_3. On a scale of 1 to 5, where 1 is "No challenge at all" and 5 is "A serious challenge"... How much of a challenge, if at all, would you say each of the following are currently to your business effectively protecting itself from cyber security threats? (Please select one option on each row) - Lack of knowledge of how to combat cyber threats

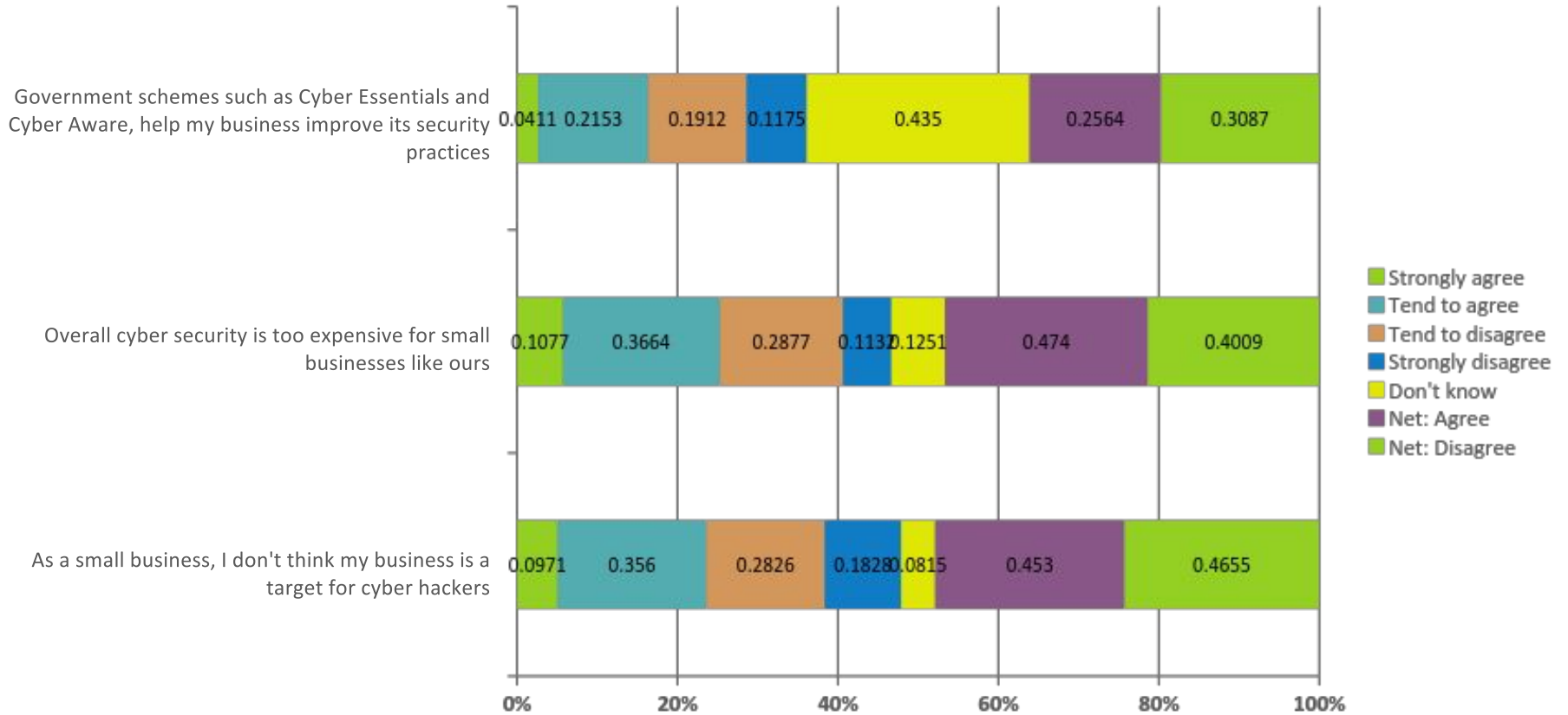


Unweighted base: All Small Business Decision Makers (1009)



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XED_Q3b. To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

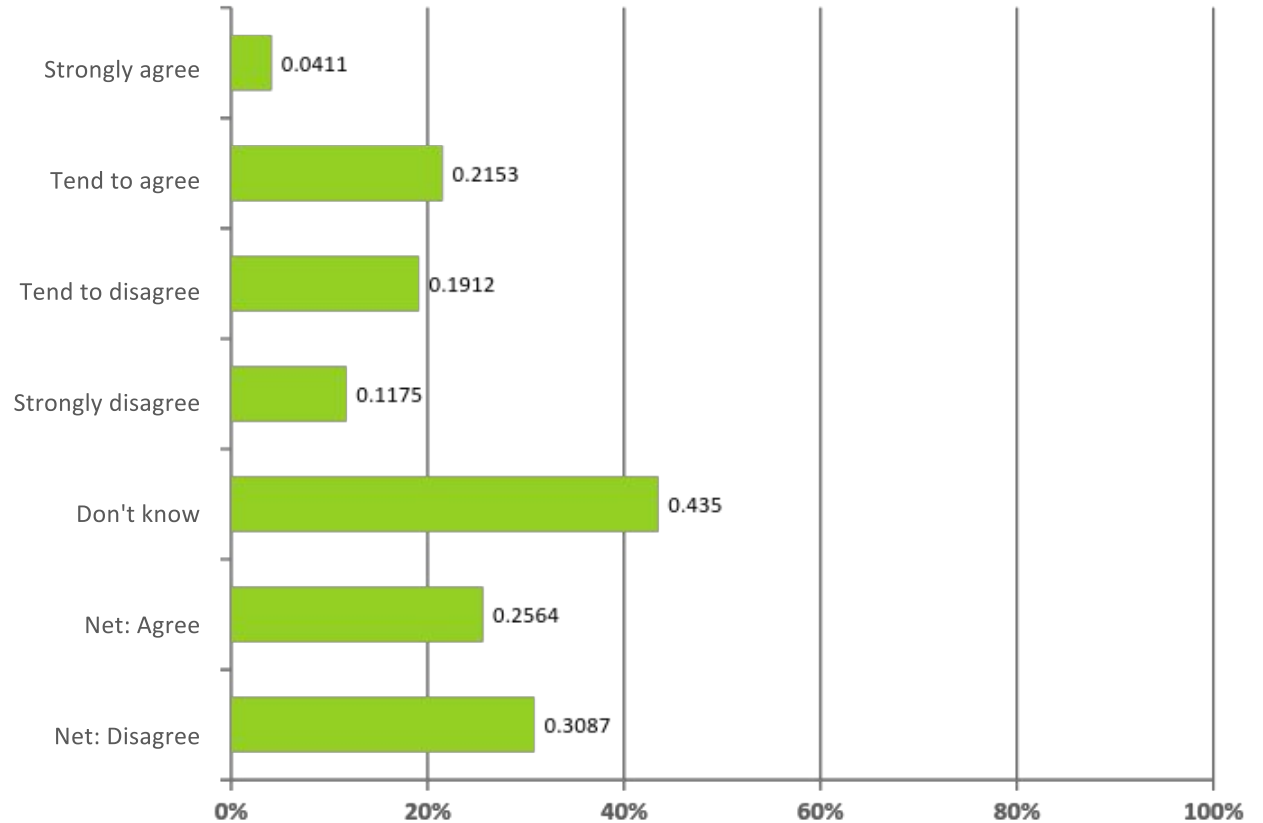


Unweighted base: All Small Business Decision Makers (1009)



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xed_q3b_1. To what extent do you agree or disagree with each of the following statements? (Please select one option on each row) - Government schemes such as Cyber Essentials and Cyber Aware, help my business improve its security practices

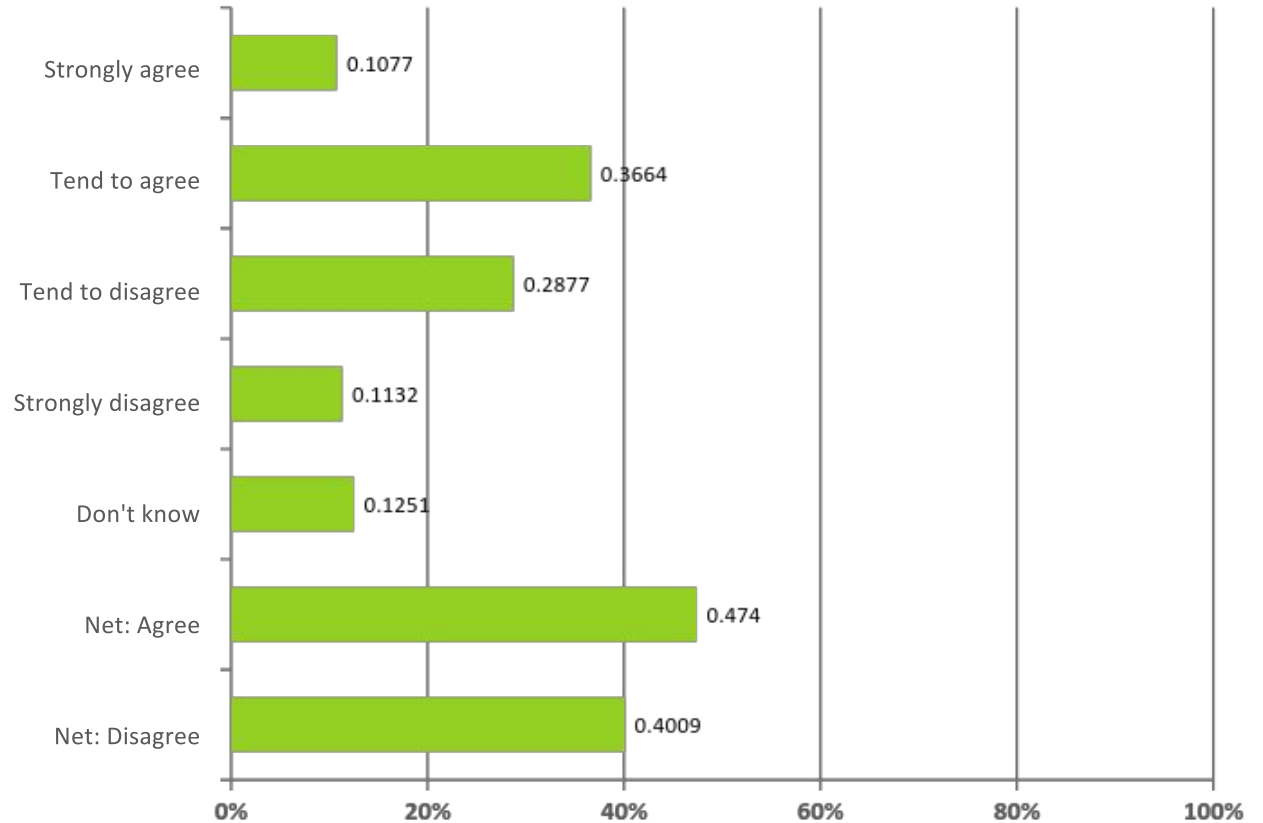


Unweighted base: All Small Business Decision Makers (1009)



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xed_q3b_2. To what extent do you agree or disagree with each of the following statements? (Please select one option on each row) - Overall cyber security is too expensive for small businesses like ours

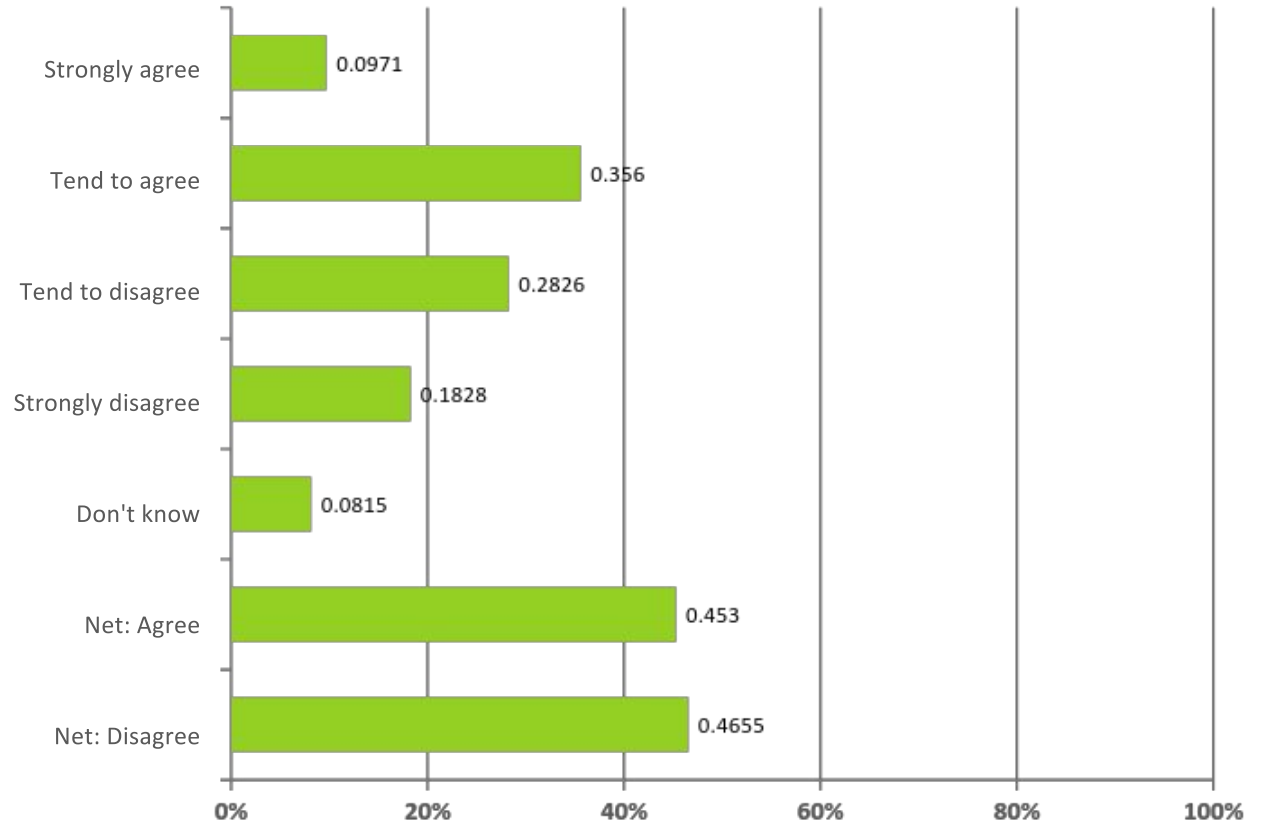


Unweighted base: All Small Business Decision Makers (1009)



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xed_q3b_3. To what extent do you agree or disagree with each of the following statements? (Please select one option on each row) - As a small business, I don't think my business is a target for cyber hackers

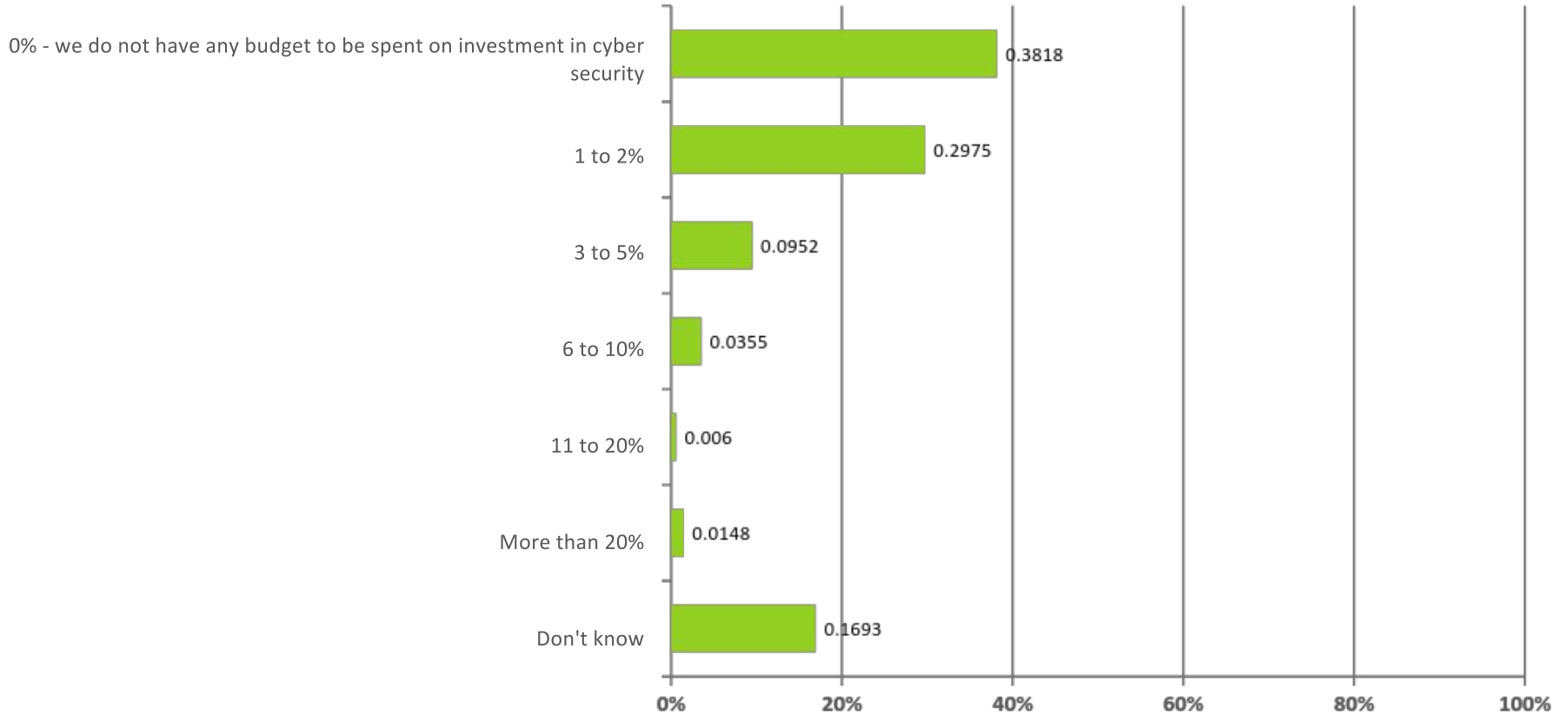


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XED_Q4. For the following question, by "investment in cyber security", we would like you to think about money spent by your business on improving/ maintaining its cyber security (e.g. training on best practices, new security software, hiring specific staff etc.). Approximately, what percentage of your business' annual budget for the current financial year is/ will be spent on investment in cyber security? (Please select the option that best applies. If you are unsure, please give your best guess)

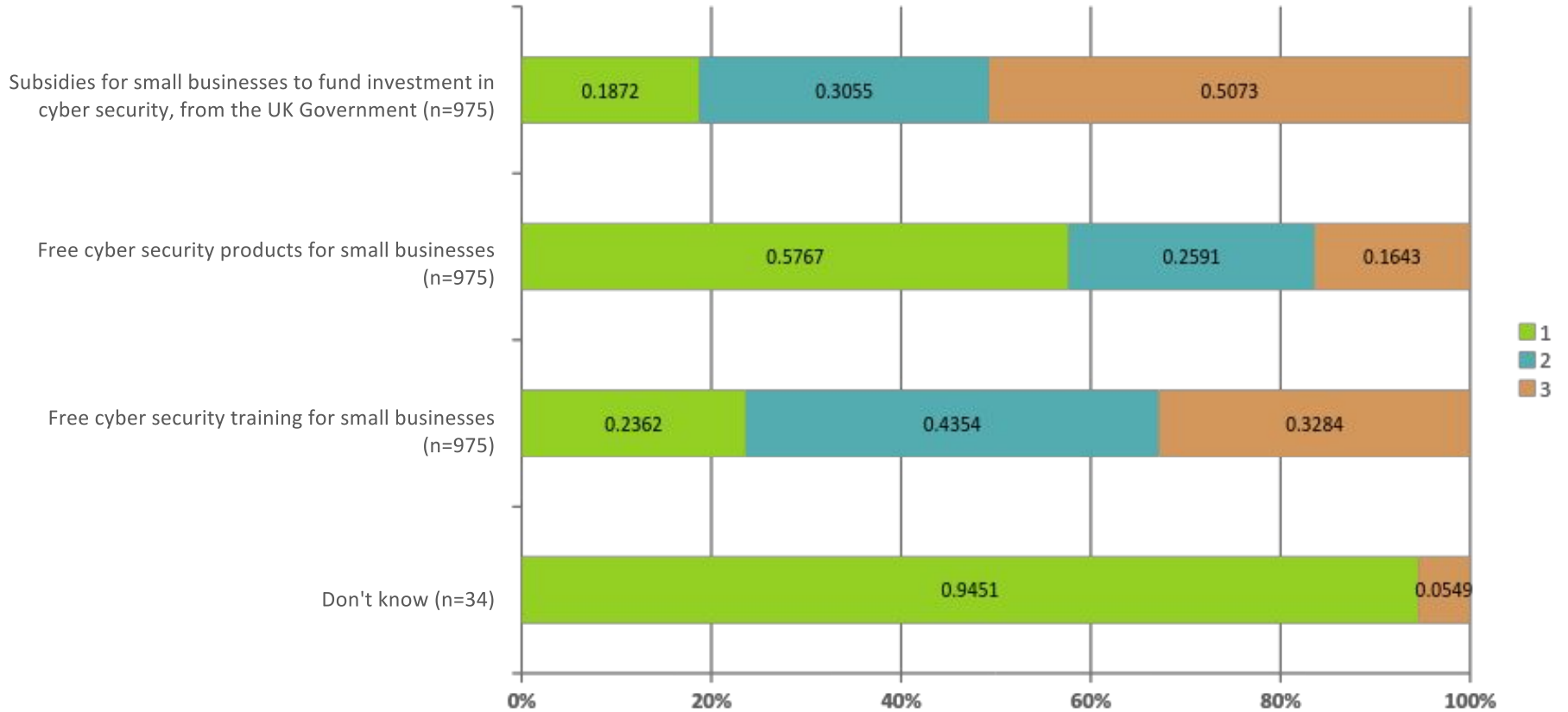


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XED_5. Please imagine the below initiatives were going to be introduced to help protect small businesses from cyber attacks... Please rank each of the following in order of priority you think these initiatives should be given to small businesses, where 1 is the highest priority and 3 is the lowest priority.



Unweighted base: All Small Business Decision Makers

