

17-002527-01 MNP Business Fraud

16/01/2017 to 25/01/2017

Q.1 How confident are you that your business can prevent fraud or scams from the following sources: - Top 2 Box Summary

	Total	Business Attitude		Externally Hacked			Confidence in Prevention Strategies		Confidence Protecting Data
	Total	Proactive	Reactive	Yes	Maybe	No	Confident	Not Confident	Confident
		A	B	C	D	E	F	G	H
<b>Analyzed Respondents : Total Respondents (Unwgt)</b>	<b>1100</b>	<b>743</b>	<b>357</b>	<b>272</b>	<b>348</b>	<b>480</b>	<b>1012</b>	<b>55</b>	<b>1025</b>
<b>Analyzed Respondents : Total Respondents (Wgt)</b>	<b>1100</b>	<b>735</b>	<b>365</b>	<b>278</b>	<b>347</b>	<b>474</b>	<b>1010</b>	<b>56</b>	<b>1022</b>
An internal employee stealing money or materials	925	652	273	241	277	407	869	32	886
	84%	89%	75%	87%	80%	86%	86%	57%	87%
An internal employee creating false business transactions for personal benefit		B		D		D	G	*	I
	944	660	283	239	289	415	884	32	902
	86%	90%	78%	86%	83%	88%	88%	58%	88%
An internal employee stealing confidential data (i.e. customer data, financial data, trade secrets)		B					G	*	I
	894	630	263	230	267	396	857	15	867
	81%	86%	72%	83%	77%	84%	85%	27%	85%
An external online hacker attempting to obtain or block access to your business' confidential information		B		D		D	G	*	I
	876	626	249	237	249	389	828	24	843
	80%	85%	68%	85%	72%	82%	82%	44%	83%

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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in Business Customer ta	Experienced Fraud/Scams from Internal Sources			Experienced Fraud/Scams from External Sources			Fraud Situation in Industry			Fraud Situation at Your Business		
	Not Confident	Yes	Maybe	No	Yes	Maybe	No	Quite a bit	A little	No fraud	Quite a bit	A little
I	J	K	L	M	N	O	P	Q	R	S	T	U
<b>75</b>	<b>146</b>	<b>405</b>	<b>549</b>	<b>205</b>	<b>355</b>	<b>540</b>	<b>184</b>	<b>710</b>	<b>206</b>	<b>100</b>	<b>450</b>	<b>550</b>
<b>78</b>	<b>148</b>	<b>410</b>	<b>542</b>	<b>205</b>	<b>359</b>	<b>536</b>	<b>181</b>	<b>708</b>	<b>211</b>	<b>102</b>	<b>447</b>	<b>551</b>
39	119	318	489	170	286	469	148	593	185	84	359	482
50%	80%	77%	90%	83%	80%	88%	81%	84%	88%	82%	81%	88%
*			JK			N				*		T
41	124	333	486	175	294	474	153	599	191	86	366	492
52%	84%	81%	90%	85%	82%	89%	85%	85%	91%	85%	82%	89%
*			K			N			Q	*		T
27	122	310	462	159	280	455	141	569	184	78	345	471
34%	82%	76%	85%	77%	78%	85%	78%	80%	87%	76%	77%	85%
*			K			MN			PQ	*		ST
33	123	313	440	157	268	451	142	550	183	86	335	454
42%	83%	76%	81%	76%	75%	84%	79%	78%	87%	85%	75%	82%
*						MN			PQ	*		T



17-002527-01 MNP Business Fraud

16/01/2017 to 25/01/2017

Q.1 How confident are you that your business can prevent fraud or scams from the following sources: - Bottom 2 Box Si

	Total	Business Attitude		Externally Hack	
	Total	Proactive	Reactive	Yes	Maybe
		A	B	C	D
<b>Analyzed Respondents : Total Respondents (Unwgt)</b>	<b>1100</b>	<b>743</b>	<b>357</b>	<b>272</b>	<b>348</b>
<b>Analyzed Respondents : Total Respondents (Wgt)</b>	<b>1100</b>	<b>735</b>	<b>365</b>	<b>278</b>	<b>347</b>
An internal employee stealing money or materials	175	83	92	37	70
	16%	11%	25%	13%	20%
An internal employee creating false business transactions for personal benefit	156	75	82	39	59
	14%	10%	22%	14%	17%
An internal employee stealing confidential data (i.e. customer data, financial data, trade secrets)	206	105	102	48	80
	19%	14%	28%	17%	23%
An external online hacker attempting to obtain or block access to your business' confidential information	224	109	116	42	98
	20%	15%	32%	15%	28%

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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ed	Confidence in Prevention Strategies		Confidence in Business Protecting Customer Data		Experienced Fraud/Scams from Internal Sources			Experienc Ex
	No	Confident	Not Confident	Confident	Not Confident	Yes	Maybe	No
E	F	G	H	I	J	K	L	M
<b>480</b>	<b>1012</b>	<b>55</b>	<b>1025</b>	<b>75</b>	<b>146</b>	<b>405</b>	<b>549</b>	<b>205</b>
<b>474</b>	<b>1010</b>	<b>56</b>	<b>1022</b>	<b>78</b>	<b>148</b>	<b>410</b>	<b>542</b>	<b>205</b>
67	141	24	135	39	29	93	53	35
14%	14%	43%	13%	50%	20%	23%	10%	17%
		F*		H*	L	L		
59	125	23	119	37	24	77	56	30
13%	12%	42%	12%	48%	16%	19%	10%	15%
		F*		H*		L		
78	153	41	155	52	26	100	80	47
17%	15%	73%	15%	66%	18%	24%	15%	23%
		F*		H*		L		O
85	182	31	179	46	25	97	102	49
18%	18%	56%	18%	58%	17%	24%	19%	24%
		F*		H*				O

Experienced Fraud/Scams from External Sources		Fraud Situation in Industry			Fraud Situation at Your Business		
Maybe	No	Quite a bit	A little	No fraud	Quite a bit	A little	No fraud
N	O	P	Q	R	S	T	U
<b>355</b>	<b>540</b>	<b>184</b>	<b>710</b>	<b>206</b>	<b>100</b>	<b>450</b>	<b>550</b>
<b>359</b>	<b>536</b>	<b>181</b>	<b>708</b>	<b>211</b>	<b>102</b>	<b>447</b>	<b>551</b>
72	67	34	116	25	18	87	69
20%	13%	19%	16%	12%	18%	20%	13%
O					*	U	
65	62	28	109	20	16	81	60
18%	12%	15%	15%	9%	16%	18%	11%
O			R		*	U	
79	81	40	139	27	24	102	81
22%	15%	22%	20%	13%	24%	23%	15%
O		R	R		U*	U	
90	85	39	158	28	16	111	97
25%	16%	21%	22%	13%	16%	25%	18%
O		R	R		*	U	

16/01/2017 to 25/01/2017

Q.1 How confident are you that your business can prevent fraud or scams from the following sources: - An internal emp

	Total	Business Attitude		Externally Hack	
	Total	Proactive	Reactive	Yes	Maybe
		A	B	C	D
<b>Analyzed Respondents : Total Respondents (Unwgt)</b>	<b>1100</b>	<b>743</b>	<b>357</b>	<b>272</b>	<b>348</b>
<b>Analyzed Respondents : Total Respondents (Wgt)</b>	<b>1100</b>	<b>735</b>	<b>365</b>	<b>278</b>	<b>347</b>
Top 2 Box (Net)	925	652	273	241	277
	84%	89%	75%	87%	80%
		B		D	
Very confident	466	352	114	139	89
	42%	48%	31%	50%	26%
		B		D	
Somewhat confident	460	301	159	103	188
	42%	41%	44%	37%	54%
					CE
Bottom 2 Box (Net)	175	83	92	37	70
	16%	11%	25%	13%	20%
			A		CE
Not very confident	146	70	76	29	65
	13%	10%	21%	11%	19%
			A		CE
Not at all confident	28	13	15	8	5
	3%	2%	4%	3%	2%
			A		
Sigma	1100	735	365	278	347
	100%	100%	100%	100%	100%

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U

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17-002527-01 MNP Business Fraud

16/01/2017 to 25/01/2017

Q.1 How confident are you that your business can prevent fraud or scams from the following sources: - An internal emp

	Total	Business Attitude		Externally Hack	
	Total	Proactive	Reactive	Yes	Maybe
		A	B	C	D
<b>Analyzed Respondents : Total Respondents (Unwgt)</b>	<b>1100</b>	<b>743</b>	<b>357</b>	<b>272</b>	<b>348</b>
<b>Analyzed Respondents : Total Respondents (Wgt)</b>	<b>1100</b>	<b>735</b>	<b>365</b>	<b>278</b>	<b>347</b>
Top 2 Box (Net)	944	660	283	239	289
	86%	90%	78%	86%	83%
		B			
Very confident	436	334	102	121	74
	40%	46%	28%	44%	21%
		B		D	
Somewhat confident	507	326	181	118	215
	46%	44%	50%	43%	62%
					CE
Bottom 2 Box (Net)	156	75	82	39	59
	14%	10%	22%	14%	17%
			A		
Not very confident	130	60	71	32	53
	12%	8%	19%	12%	15%
			A		E
Not at all confident	26	15	11	7	5
	2%	2%	3%	3%	2%
Sigma	1100	735	365	278	347
	100%	100%	100%	100%	100%

Overlap formula used

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17-002527-01 MNP Business Fraud

16/01/2017 to 25/01/2017

Q.1 How confident are you that your business can prevent fraud or scams from the following sources: - An internal emp

	Total	Business Attitude		Externally Hack	
	Total	Proactive	Reactive	Yes	Maybe
		A	B	C	D
<b>Analyzed Respondents : Total Respondents (Unwgt)</b>	<b>1100</b>	<b>743</b>	<b>357</b>	<b>272</b>	<b>348</b>
<b>Analyzed Respondents : Total Respondents (Wgt)</b>	<b>1100</b>	<b>735</b>	<b>365</b>	<b>278</b>	<b>347</b>
Top 2 Box (Net)	894	630	263	230	267
	81%	86%	72%	83%	77%
		B			
Very confident	419	314	104	128	77
	38%	43%	29%	46%	22%
		B		D	
Somewhat confident	475	316	159	103	191
	43%	43%	44%	37%	55%
					CE
Bottom 2 Box (Net)	206	105	102	48	80
	19%	14%	28%	17%	23%
			A		E
Not very confident	170	87	83	37	72
	15%	12%	23%	13%	21%
			A		CE
Not at all confident	37	18	19	12	8
	3%	2%	5%	4%	2%
			A		
Sigma	1100	735	365	278	347
	100%	100%	100%	100%	100%

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U

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Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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16/01/2017 to 25/01/2017

Q.1 How confident are you that your business can prevent fraud or scams from the following sources: - An external onli

	Total	Business Attitude		Externally Hack	
	Total	Proactive	Reactive	Yes	Maybe
		A	B	C	D
<b>Analyzed Respondents : Total Respondents (Unwgt)</b>	<b>1100</b>	<b>743</b>	<b>357</b>	<b>272</b>	<b>348</b>
<b>Analyzed Respondents : Total Respondents (Wgt)</b>	<b>1100</b>	<b>735</b>	<b>365</b>	<b>278</b>	<b>347</b>
Top 2 Box (Net)	876	626	249	237	249
	80%	85%	68%	85%	72%
		B		D	
Very confident	335	254	81	123	67
	31%	35%	22%	44%	19%
		B		DE	
Somewhat confident	540	372	168	114	182
	49%	51%	46%	41%	53%
					C
Bottom 2 Box (Net)	224	109	116	42	98
	20%	15%	32%	15%	28%
			A		CE
Not very confident	192	96	95	33	85
	17%	13%	26%	12%	25%
			A		CE
Not at all confident	33	13	20	9	13
	3%	2%	6%	3%	4%
			A		
Sigma	1100	735	365	278	347
	100%	100%	100%	100%	100%

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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16/01/2017 to 25/01/2017

Q.2 Do you know or suspect that external hackers have (currently or within the last year) access to any of your confider

	Total	Business Attitude		Externally Hack	
	Total	Proactive	Reactive	Yes	Maybe
		A	B	C	D
<b>Analyzed Respondents : Total Respondents (Unwgt)</b>	<b>1100</b>	<b>743</b>	<b>357</b>	<b>272</b>	<b>348</b>
<b>Analyzed Respondents : Total Respondents (Wgt)</b>	<b>1100</b>	<b>735</b>	<b>365</b>	<b>278</b>	<b>347</b>
Yes - I know that they do (or did)	278	184	95	278	-
	25%	25%	26%	100%	-
Maybe, but I don't know for certain	347	216	131	-	347
	32%	29%	36%	-	100%
			A		CE
No, I do not think that they do (or did)	474	336	139	-	-
	43%	46%	38%	-	-
		B			
Sigma	1100	735	365	278	347
	100%	100%	100%	100%	100%

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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16/01/2017 to 25/01/2017

Q.3 Which of the following prevention strategies are you currently using within your business to prevent fraud or scam:

	Total	Business Attitude		Externally Hack	
	Total	Proactive	Reactive	Yes	Maybe
		A	B	C	D
<b>Analyzed Respondents : Total Respondents (Unwgt)</b>	<b>1100</b>	<b>743</b>	<b>357</b>	<b>272</b>	<b>348</b>
<b>Analyzed Respondents : Total Respondents (Wgt)</b>	<b>1100</b>	<b>735</b>	<b>365</b>	<b>278</b>	<b>347</b>
Cyber security measures (firewalls, etc)	595	434	161	111	172
	54%	59%	44%	40%	49%
		B			C
Pre-employment screening	531	383	148	100	153
	48%	52%	41%	36%	44%
		B			C
Employee training and awareness programs	513	383	129	100	167
	47%	52%	35%	36%	48%
		B			C
Code of Conduct and other ethics policies	497	365	132	92	146
	45%	50%	36%	33%	42%
		B			C
Regular oversight by management or internal audit	472	334	138	84	129
	43%	45%	38%	30%	37%
		B			
Physical security measures (swipe cards, video monitoring, etc)	444	329	116	103	129
	40%	45%	32%	37%	37%
		B			
Data analytics and electronic transaction monitoring	390	298	92	102	110
	36%	41%	25%	37%	32%
		B			
Risk assessments and evaluation of internal controls	324	266	58	82	98
	30%	36%	16%	29%	28%
		B			
Whistleblower hotline	117	90	27	44	41
	11%	12%	7%	16%	12%
		B		E	E
	59	48	11	8	16

Other	5%	7%	3%	3%	5%
		B			
None of the above	34	15	20	5	15
	3%	2%	5%	2%	4%
			A		
Sigma	3978	2945	1033	830	1176
	362%	401%	283%	298%	339%

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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ed	Confidence in Prevention Strategies		Confidence in Business Protecting Customer Data		Experienced Fraud/Scams from Internal Sources			Experienc Ex	
	No	Confident	Not Confident	Confident	Not Confident	Yes	Maybe	No	Yes
E	F	G	H	I	J	K	L	M	
<b>480</b>	<b>1012</b>	<b>55</b>	<b>1025</b>	<b>75</b>	<b>146</b>	<b>405</b>	<b>549</b>	<b>205</b>	
<b>474</b>	<b>1010</b>	<b>56</b>	<b>1022</b>	<b>78</b>	<b>148</b>	<b>410</b>	<b>542</b>	<b>205</b>	
313	574	22	568	28	63	188	344	99	
66%	57%	39%	56%	35%	42%	46%	64%	48%	
CD	G	*	I	*			JK		
278	507	24	508	23	61	170	301	84	
59%	50%	43%	50%	30%	41%	41%	56%	41%	
CD		*	I	*			JK		
245	495	18	489	24	61	173	279	89	
52%	49%	32%	48%	30%	41%	42%	51%	43%	
C	G	*	I	*			JK		
260	479	18	476	22	52	165	280	78	
55%	48%	32%	47%	28%	35%	40%	52%	38%	
CD	G	*	I	*			JK		
259	457	15	449	22	55	134	283	76	
55%	45%	27%	44%	29%	37%	33%	52%	37%	
CD	G	*	I	*			JK		
212	430	14	424	21	61	139	245	75	
45%	43%	26%	42%	26%	41%	34%	45%	36%	
D	G	*	I	*			K		
178	380	10	378	12	59	128	203	77	
38%	38%	17%	37%	16%	40%	31%	38%	37%	
	G	*	I	*			K		
144	318	7	312	12	51	106	166	72	
30%	31%	12%	31%	15%	35%	26%	31%	35%	
	G	*	I	*	K				
32	111	7	110	7	22	60	35	34	
7%	11%	12%	11%	9%	15%	15%	7%	17%	
		*		*	L	L		O	
36	59	1	55	5	4	17	39	5	



Experienced Fraud/Scams from External Sources		Fraud Situation in Industry			Fraud Situation at Your Business		
Maybe	No	Quite a bit	A little	No fraud	Quite a bit	A little	No fraud
N	O	P	Q	R	S	T	U
<b>355</b>	<b>540</b>	<b>184</b>	<b>710</b>	<b>206</b>	<b>100</b>	<b>450</b>	<b>550</b>
<b>359</b>	<b>536</b>	<b>181</b>	<b>708</b>	<b>211</b>	<b>102</b>	<b>447</b>	<b>551</b>
180	317	101	398	96	36	214	345
50%	59%	56%	56%	46%	36%	48%	63%
	MN	R	R		*	S	ST
153	294	101	334	97	34	202	295
43%	55%	56%	47%	46%	34%	45%	54%
	MN	Q			*	S	ST
158	266	92	330	91	30	216	267
44%	50%	51%	47%	43%	29%	48%	48%
					*	S	S
159	260	84	328	85	30	197	271
45%	49%	47%	46%	40%	29%	44%	49%
	M				*	S	S
127	269	81	318	72	27	175	270
35%	50%	45%	45%	34%	26%	39%	49%
	MN	R	R		*	S	ST
137	232	89	278	78	36	196	213
38%	43%	49%	39%	37%	35%	44%	39%
		QR			*		
122	191	66	269	55	37	149	204
34%	36%	36%	38%	26%	36%	33%	37%
		R	R		*		
99	153	65	212	46	35	124	166
28%	29%	36%	30%	22%	34%	28%	30%
		R	R		*		
48	35	30	67	20	18	58	41
13%	7%	17%	10%	10%	18%	13%	7%
O		QR			U*	U	
16	38	7	28	25	4	16	40

4%	7%	4%	4%	12%	4%	4%	7%
	M			PQ	*		T
14	19	2	21	11	2	11	21
4%	4%	1%	3%	5%	2%	2%	4%
M	M			P	*		
1214	2073	718	2583	676	289	1558	2132
339%	387%	397%	365%	321%	283%	349%	387%

16/01/2017 to 25/01/2017

Q.3b Overall, how confident are you that your business is effectively protecting customers' data?

	Total	Business Attitude		Externally Hack	
	Total	Proactive	Reactive	Yes	Maybe
		A	B	C	D
<b>Analyzed Respondents : Total Respondents (Unwgt)</b>	<b>1100</b>	<b>743</b>	<b>357</b>	<b>272</b>	<b>348</b>
<b>Analyzed Respondents : Total Respondents (Wgt)</b>	<b>1100</b>	<b>735</b>	<b>365</b>	<b>278</b>	<b>347</b>
Top 2 Box (Net)	1022	705	317	263	307
	93%	96%	87%	95%	88%
		B		D	
Very confident	519	377	142	154	95
	47%	51%	39%	56%	27%
		B		D	
Somewhat confident	502	327	175	108	212
	46%	45%	48%	39%	61%
					CE
Bottom 2 Box (Net)	78	30	48	15	41
	7%	4%	13%	6%	12%
			A		CE
Not very confident	68	27	41	13	34
	6%	4%	11%	5%	10%
			A		CE
Not at all confident	11	3	8	2	7
	1%	0%	2%	1%	2%
			A		E
Sigma	1100	735	365	278	347
	100%	100%	100%	100%	100%

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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