

2\_1. How important is data protection when deciding: - From which dealer to buy a car

	Total	AGE		
		18-34	35-54	55+
		C	D	E
<b>Base: All Respondents (unwtd)</b>	<b>1002</b>	<b>263</b>	<b>389</b>	<b>350</b>
<b>Base: All Respondents (wtd)</b>	<b>1002</b>	<b>274</b>	<b>341</b>	<b>388</b>
Top 2 Box (Net)	722	214	242	266
	72%	78%	71%	69%
		E		
Very important	270	93	95	82
	27%	34%	28%	21%
		E		
Somewhat important	452	121	147	185
	45%	44%	43%	48%
Bottom 2 Box (Net)	280	60	99	121
	28%	22%	29%	31%
				C
Not very important	222	49	74	99
	22%	18%	22%	26%
Not at all important	57	11	25	22
	6%	4%	7%	6%
Sigma	1002	274	341	388
	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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2\_2. How important is data protection when deciding: - At which hotel to stay

	Total	AGE		
		18-34	35-54	55+
		C	D	E
<b>Base: All Respondents (unwtd)</b>	<b>1002</b>	<b>263</b>	<b>389</b>	<b>350</b>
<b>Base: All Respondents (wtd)</b>	<b>1002</b>	<b>274</b>	<b>341</b>	<b>388</b>
Top 2 Box (Net)	739	221	242	276
	74%	81%	71%	71%
		DE		
Very important	249	79	81	89
	25%	29%	24%	23%
Somewhat important	490	142	162	186
	49%	52%	47%	48%
Bottom 2 Box (Net)	263	53	98	112
	26%	19%	29%	29%
			C	C
Not very important	215	47	75	94
	21%	17%	22%	24%
Not at all important	48	6	24	19
	5%	2%	7%	5%
			C	
Sigma	1002	274	341	388
	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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2\_3. How important is data protection when deciding: - Your place of employment

	Total	AGE		
		18-34	35-54	55+
		C	D	E
<b>Base: All Respondents (unwtd)</b>	<b>1002</b>	<b>263</b>	<b>389</b>	<b>350</b>
<b>Base: All Respondents (wtd)</b>	<b>1002</b>	<b>274</b>	<b>341</b>	<b>388</b>
Top 2 Box (Net)	790	238	262	290
	79%	87%	77%	75%
		DE		
Very important	387	114	130	143
	39%	42%	38%	37%
Somewhat important	403	124	132	147
	40%	45%	39%	38%
Bottom 2 Box (Net)	212	36	79	98
	21%	13%	23%	25%
			C	C
Not very important	137	21	54	61
	14%	8%	16%	16%
			C	C
Not at all important	75	14	24	37
	8%	5%	7%	9%
Sigma	1002	274	341	388
	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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Shred It 2018 (Weighted)

Table: 12

Q4b. What percentage of your employees work off-site/away from the office on a regular basis?

	Total	Sample Type	
		SBO	C-Suite
		L	M
Unweighted Base	1102	1002	100
Base: All Respondents	1102	1002	100
None	517	506	11
	47%	50%	11%
		M	
1% to 25%	240	194	46
	22%	19%	46%
			L
26% to 50%	112	85	27
	10%	9%	27%
			L
51% to 75%	61	48	13
	6%	5%	13%
			L
76% to 100%	172	169	3
	16%	17%	3%
		M	
Sigma	1102	1002	100
	100%	100%	100%
<b>Summary</b>			
None (Net)	517	506	11
	47%	50%	11%
		M	
1% to 50% (Net)	352	279	73
	32%	28%	73%
			L
51% to 100% (Net)	233	217	16
	21%	22%	16%

Overlap formulae 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/V/W/X/Y

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/V/W/X/Y

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

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Shred It 2018 (Weighted)

Table: 13

Q4e. Does your organization/organisation have security protocols in place for employees using electronic devices that contain confidential information while working offsite?

	Total	Sample Type	
		SBO	C-Suite
		L	M
Unweighted Base	1102	1002	100
Base: All Respondents	1102	1002	100
Yes, all electronic devices must be password protected	362	326	36
	33%	33%	36%
Yes, all electronic devices must be password protected and encrypted	248	195	53
	23%	19%	53%
Yes, other	62	58	4
	6%	6%	4%
No, there are no security protocols	388	383	5
	35%	38%	5%
I don't know	42	40	2
	4%	4%	2%
Sigma	1102	1002	100
	100%	100%	100%
<b>Summary</b>			
Yes (Net)	672	579	93
	61%	58%	93%
			L

Overlap formulae 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/V/W/X/Y

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/V/W/X/Y

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

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2\_4. How important is data protection when deciding: - Which legal firm to hire

	Total	AGE		
		18-34	35-54	55+
		C	D	E
<b>Base: All Respondents (unwtd)</b>	<b>1002</b>	<b>263</b>	<b>389</b>	<b>350</b>
<b>Base: All Respondents (wtd)</b>	<b>1002</b>	<b>274</b>	<b>341</b>	<b>388</b>
Top 2 Box (Net)	771 77%	235 86%	259 76%	278 72%
Very important	394 39%	129 47%	118 35%	147 38%
Somewhat important	377 38%	105 38%	141 41%	131 34%
Bottom 2 Box (Net)	231 23%	39 14%	82 24%	110 28%
Not very important	168 17%	29 11%	61 18%	79 20%
Not at all important	62 6%	10 4%	21 6%	31 8%
Sigma	1002 100%	274 100%	341 100%	388 100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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2\_5. How important is data protection when deciding: - Which bank to use

	Total	AGE		
		18-34	35-54	55+
		C	D	E
<b>Base: All Respondents (unwtd)</b>	<b>1002</b>	<b>263</b>	<b>389</b>	<b>350</b>
<b>Base: All Respondents (wtd)</b>	<b>1002</b>	<b>274</b>	<b>341</b>	<b>388</b>
Top 2 Box (Net)	852	254	278	320
	85%	93%	82%	82%
		DE		
Very important	490	146	161	184
	49%	53%	47%	47%
Somewhat important	362	108	117	136
	36%	40%	34%	35%
Bottom 2 Box (Net)	150	19	63	68
	15%	7%	18%	18%
			C	C
Not very important	114	14	49	51
	11%	5%	14%	13%
			C	C
Not at all important	36	6	14	17
	4%	2%	4%	4%
Sigma	1002	274	341	388
	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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3x\_3. How often do you engage in the following activities? - Leave work documents or notebooks on my desk after I leave work for the day

	Total	AGE		
		18-34	35-54	55+
		C	D	E
<b>Base: All Employed (unwtd)</b>	<b>628</b>	<b>193</b>	<b>291</b>	<b>144</b>
<b>Base: All Employed (wtd)</b>	<b>575</b>	<b>185</b>	<b>238</b>	<b>152</b>
Top 2 Box (Net)	210	89	89	32
	37%	48%	37%	21%
		DE	E	
Regularly	76	38	28	10
	13%	21%	12%	7%
		DE		
Sometimes	134	51	60	22
	23%	28%	25%	15%
		E	E	
Bottom 2 Box (Net)	364	96	149	120
	63%	52%	63%	79%
			C	CD
Rarely	118	32	49	37
	21%	17%	21%	25%
Never	246	64	100	82
	43%	34%	42%	54%
				CD
Sigma	575	185	238	152
	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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3x\_4. How often do you engage in the following activities? - Leave my computer on and unlocked when I leave work for the day

	Total	AGE		
		18-34	35-54	55+
		C	D	E
<b>Base: All Employed (unwtd)</b>	<b>628</b>	<b>193</b>	<b>291</b>	<b>144</b>
<b>Base: All Employed (wtd)</b>	<b>575</b>	<b>185</b>	<b>238</b>	<b>152</b>
Top 2 Box (Net)	139	68	52	19
	24%	37%	22%	12%
		DE	E	
Regularly	53	28	18	6
	9%	15%	8%	4%
		DE		
Sometimes	87	40	34	13
	15%	21%	14%	8%
		E		
Bottom 2 Box (Net)	435	117	185	133
	76%	63%	78%	88%
			C	CD
Rarely	84	25	35	24
	15%	14%	15%	16%
Never	351	92	150	109
	61%	50%	63%	72%
			C	C
Sigma	575	185	238	152
	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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3x\_5. How often do you engage in the following activities? - Shred confidential documents at work when they're no longer needed

	Total	AGE		
		18-34	35-54	55+
		C	D	E
<b>Base: All Employed (unwtd)</b>	<b>628</b>	<b>193</b>	<b>291</b>	<b>144</b>
<b>Base: All Employed (wtd)</b>	<b>575</b>	<b>185</b>	<b>238</b>	<b>152</b>
Top 2 Box (Net)	325	93	153	79
	57%	50%	65%	52%
			CE	
Regularly	187	49	87	50
	32%	27%	37%	33%
			C	
Sometimes	138	44	66	29
	24%	24%	28%	19%
Bottom 2 Box (Net)	249	92	84	73
	43%	50%	35%	48%
		D		D
Rarely	93	33	36	23
	16%	18%	15%	15%
Never	157	60	48	50
	27%	32%	20%	33%
		D		D
Sigma	575	185	238	152
	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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Shred It 2018 (Weighted)

Table: 35

Q2C. Does your organization/organisation have a known and understood policy for storing and disposing of confidential information when employees work off-site/away from the office?

	Total	Sample Type	
		SBO	C-Suite
		L	M
Unweighted Base	1102	1002	100
Base: All Respondents	1102	1002	100
No, no policy exists	470	461	9
	43%	46%	9%
		M	
Yes we do have a policy, but not all employees are aware of it	129	113	16
	12%	11%	16%
Yes, and our policy is strictly adhered to by all employees	383	325	58
	35%	32%	58%
			L
We are in the process of building a policy	76	61	15
	7%	6%	15%
			L
I don't know	43	41	2
	4%	4%	2%
Sigma	1102	1002	100
	100%	100%	100%
<b>Summary</b>			
Yes (Net)	512	438	74
	46%	44%	74%
			L

Overlap formulae 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/V/W/X/Y

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/V/W/X/Y

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

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Shred It 2018 (Weighted)

Table: 44

Q4H. Does your employee training include any of the following physical information security topics?

	Total	Sample Type	
		SBO	C-Suite
		L	M
Unweighted Base	1102	1002	100
Base: All Respondents	1102	1002	100
Keeping sensitive information out-of-sight when working in a public space	362	304	58
	33%	30%	58%
			L
Sharing company-issued electronic devices with family or friends	291	238	53
	26%	24%	53%
			L
Using public Wi-Fi	323	275	48
	29%	27%	48%
			L
Identifying fraudulent emails	410	349	61
	37%	35%	61%
			L
Keeping company-issued devices safe from interference from children or pets at home	279	226	53
	25%	23%	53%
			L
Reporting a lost or stolen electronic device	338	274	64
	31%	27%	64%
			L
We don't have training on any of these information security topics	414	408	6
	38%	41%	6%
		M	
I don't know	73	70	3
	7%	7%	3%
Sigma	2491	2145	346
	226%	214%	346%

Overlap formulae 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/V/W/X/Y  
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/V/W/X/Y  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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Shred It 2018 (Weighted)

Table: 46

Q14\_1. [The risk of a data breach is higher when my employees work off-site than it is when they work at the office] Rate your level of agreement with the following statements:

	Total	Sample Type	
		SBO	C-Suite
		L	M
Unweighted Base	1102	1002	100
Base: All Respondents	1102	1002	100
Strongly agree (4)	182	157	25
	17%	16%	25%
Somewhat agree (3)	528	471	57
	48%	47%	57%
Somewhat disagree (2)	238	224	14
	22%	22%	14%
Strongly disagree (1)	154	150	4
	14%	15%	4%
Sigma	1102	1002	100
	100%	100%	100%
<b>Summary</b>			
Top 2 Box (Net)	710	628	82
	64%	63%	82%
Bottom 2 Box (Net)	392	374	18
	36%	37%	18%
Mean	2.7	2.6	3
Standard Deviation	0.91	0.92	0.74
Standard Error	0.03	0.03	0.07

Overlap formulae 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/V/W/X/Y

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/V/W/X/Y

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

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Shred It 2018 (Weighted)

Table: 48

Q14\_3. [I believe the option to work remotely is going to become increasingly important to my employees in the next 5 years] Rate your level of agreement with the following statements:

	Total	Sample Type	
		SBO	C-Suite
		L	M
Unweighted Base	1102	1002	100
Base: All Respondents	1102	1002	100
Strongly agree (4)	302	274	28
	27%	27%	28%
Somewhat agree (3)	443	388	55
	40%	39%	55%
Somewhat disagree (2)	162	149	13
	15%	15%	13%
Strongly disagree (1)	195	191	4
	18%	19%	4%
Sigma	1102	1002	100
	100%	100%	100%
<b>Summary</b>			
Top 2 Box (Net)	745	662	83
	68%	66%	83%
Bottom 2 Box (Net)	357	340	17
	32%	34%	17%
Mean	2.8	2.7	3.1
Standard Deviation	1.04	1.06	0.76
Standard Error	0.03	0.03	0.08

Overlap formulae 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/V/W/X/Y

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/V/W/X/Y

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

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