

Employed Canadians Consider Organizations' Informational Assets

A Report Prepared By Ipsos Reid For EDS

January 2006



Methodology

- **These are the findings of an Ipsos-Reid survey of employed Canadians conducted from January 12th to January 16th, 2006.**
- **A representative randomly selected sample of 692 employed Canadians were interviewed by via an on-line survey instrument. The results are considered accurate to within +/-3.7%, 19 times out of 20.**



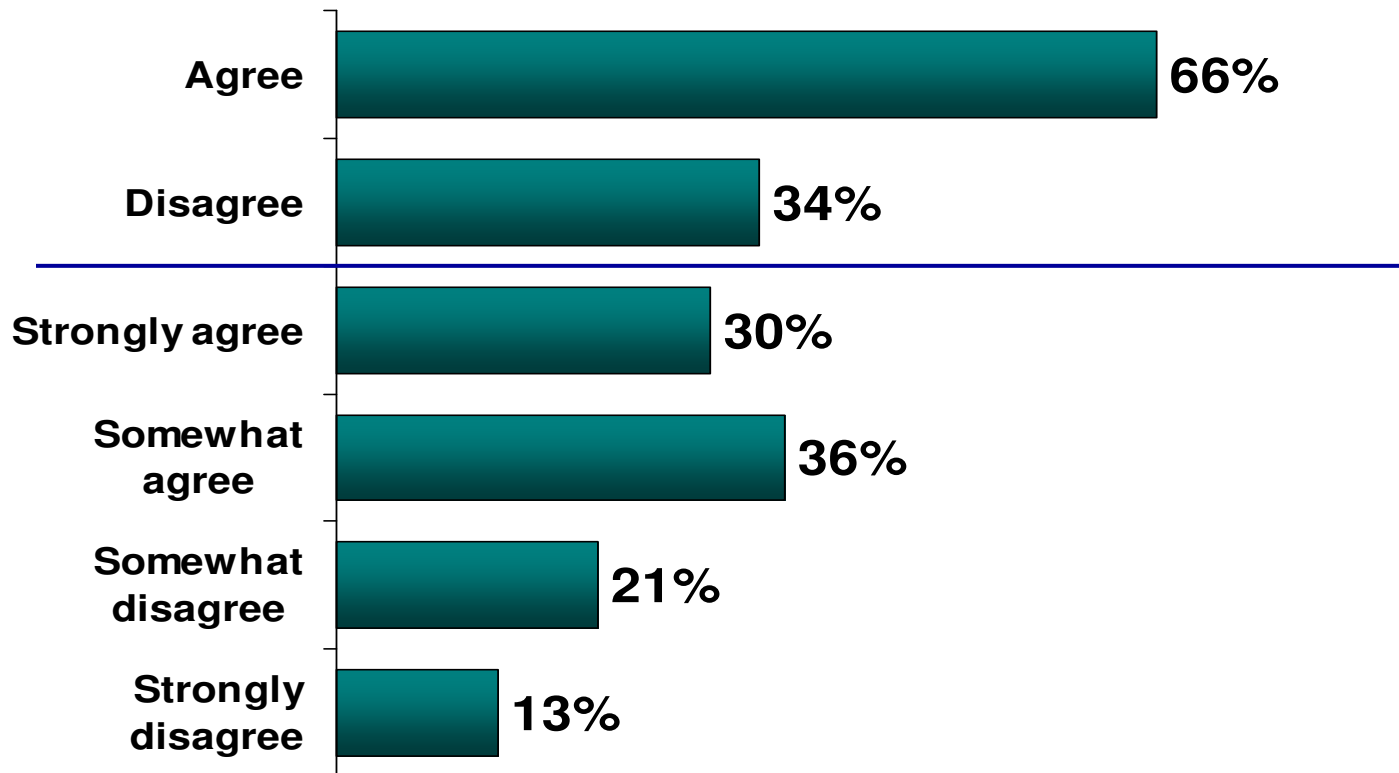
Key Findings

- **Two-thirds (66%) feel a major part of their organization's value is based upon its information assets.**
- **And three in four (73%) feel their organization considers information among its most valuable assets.**
- **But one-third (34%) don't feel their organization:**
 - **Has established policies and guidelines that limit how employees may use the organization's information assets during and after their employment; nor**
 - **Has established policies and guidelines that limit how employees may use the organization's information assets during and after their employment.**
- **Further, half (47%) say their organization does not regularly review information asset guidelines with employees.**
- **Half (50%) believe their organization would not be able to stop past employees from using information assets with other organizations.**
- **And nearly half (44%) don't think their organization would be willing to take legal action to protect their information assets from being used by former employees.**



Two-thirds (66%) Feel A Major Part Of Their Organization's Value Is Based Upon Its Information Assets...

Agree/Disagree: A major part of the value of my organization's business is based upon its information assets...

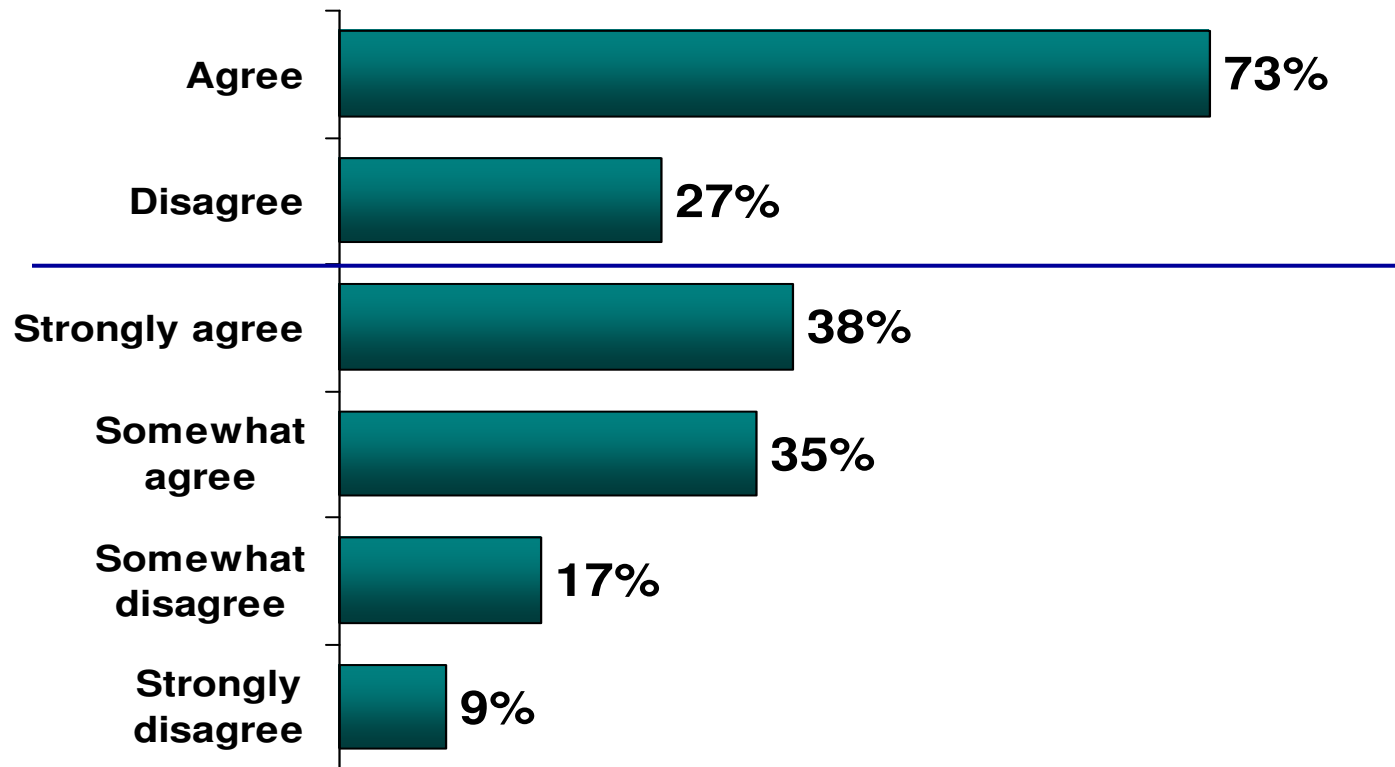


Unweighted Base: 692



And Three In Four (73%) Feel Their Organization Considers Information Among Its Most Valuable Assets...

Agree/Disagree: My organization believes information is among its most valuable assets...

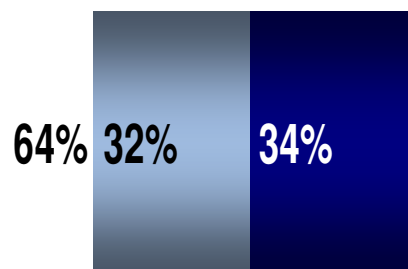


Unweighted Base: 692



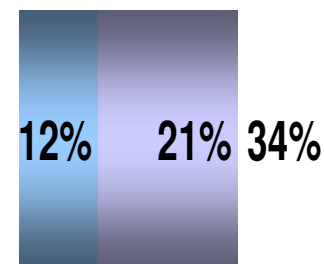
But One-third (34%) Do Not Feel Their Organization Has Clear And Understandable Guidelines For Their Employees When It Comes To Information Assets – Most (64%) However, Believe They Do...

■ Somewhat disagree
■ Strongly agree

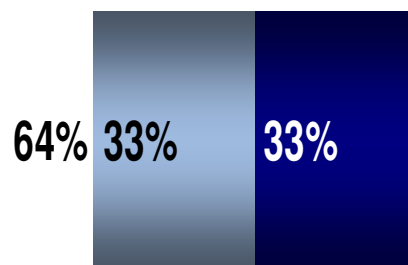


My organization has established policies and guidelines that limit how employees may use the organization's information assets during and after their employment...

■ Strongly disagree
■ Somewhat disagree

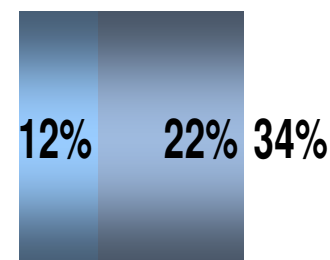


Agree



My organization clearly communicates the policies and guidelines that are established to limit how employees may use information assets during and after their employment ...

Disagree



0%

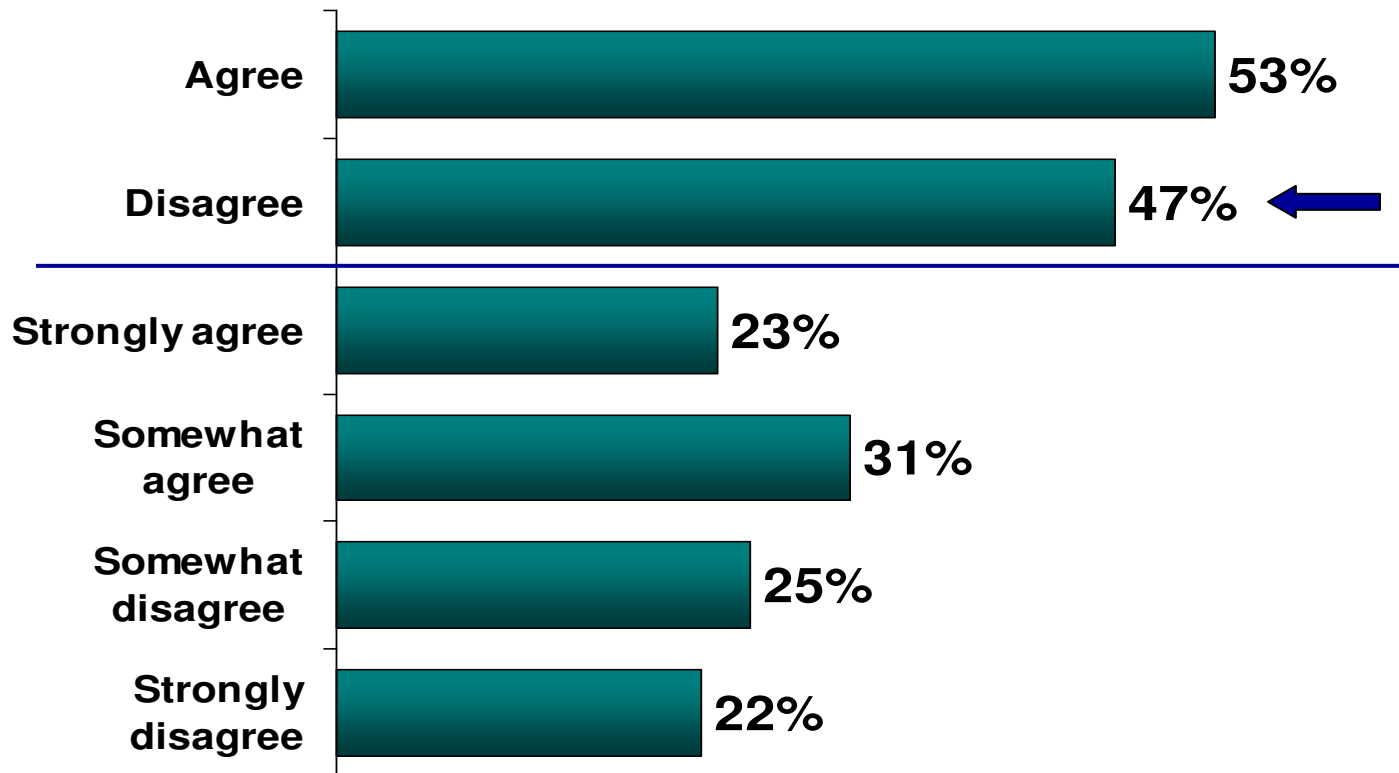
0%

Unweighted Base: 692



And Half (47%) Say Their Organization Does Not Regularly Review Information Asset Guidelines With Employees...

Agree/Disagree: My organization reviews with its employees, at least annually, the policies and guidelines it has established to protect its information assets...

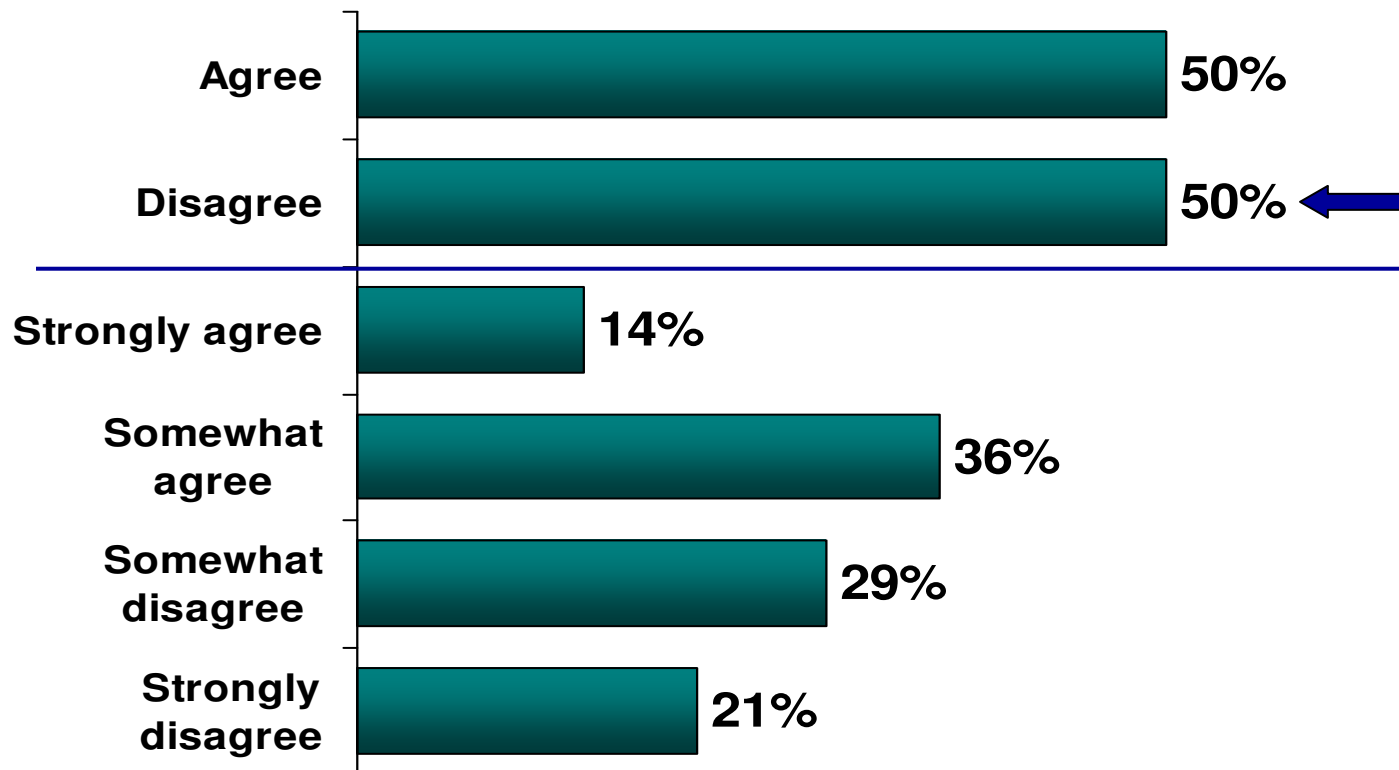


Unweighted Base: 692



Half (50%) Believe Their Organization Would Not Be Able To Stop Past Employees From Using Information Assets With Other Organizations...

Agree/Disagree: If an employee were to use my organization's information assets in another organization after their employment ends, my current organization would not be able to do much about it...

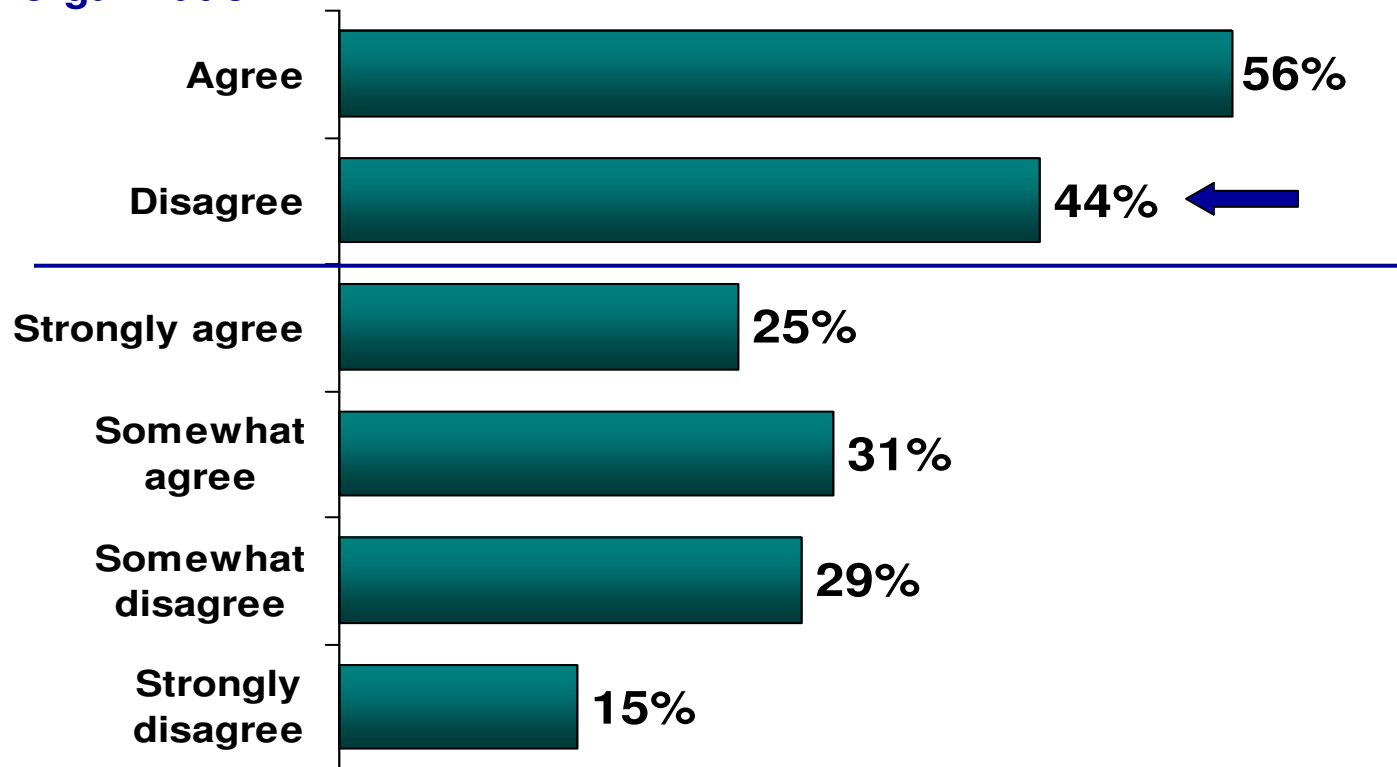


Unweighted Base: 692



...And Nearly Half (44%) Don't Think Their Organization Would Be Willing To Take Legal Action To Protect Their Information Assets...

Agree/Disagree: My organization is willing to take steps such as reporting to the police or launching a lawsuit to stop a former employee from using their information assets in another organization...



Unweighted Base: 692



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For more information please contact:

Paul Orovan

Ipsos Reid Public Affairs

416-324-2299

Paul.Orovan@ipsos-reid.com

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