



Ipsos Public Affairs
The Social Research and Corporate Reputation Specialists

Shred It Small Business/C-Suite Study



April 2013

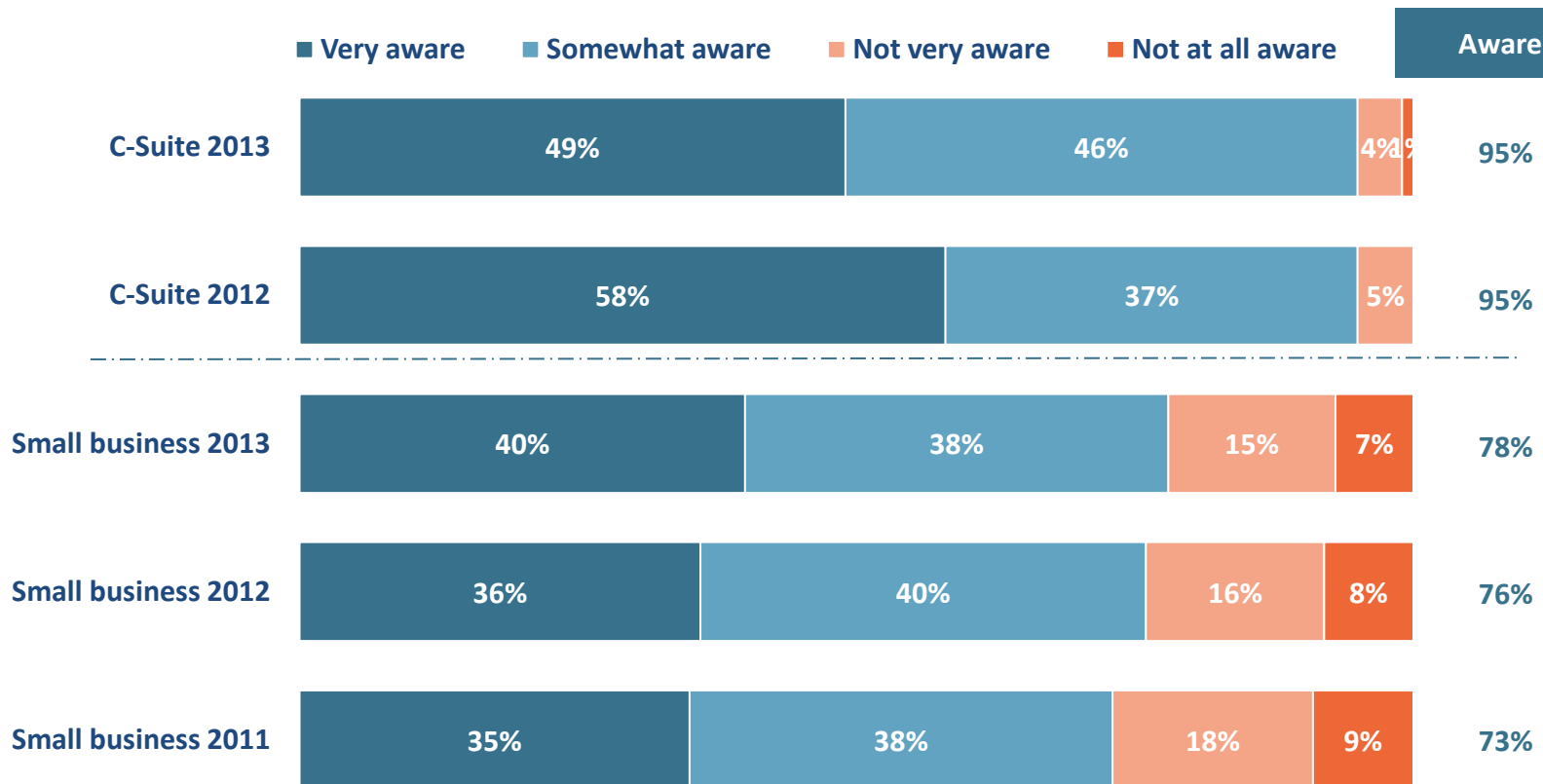
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- Ipsos Reid conducted a quantitative online survey of two distinct sample groups :
 - ⇒ Small business owners in Canada (n=1,003), the United States (n=1,008) and the United Kingdom (n=1,005), all of which have fewer than 100 employees.
 - ⇒ C-suite executives in Canada (n=100), the United States (n=100), and the United Kingdom (n=100). In Canada c-suite executives work for companies with a minimum of 100 employees, with the minimum threshold in the U.K being 250 employees, and 500 employees in the United States.
- Data are unweighted as the sample universe is unknown.
- The precision of Ipsos online surveys are calculated via a credibility interval. In this case, the survey is considered accurate to within +/- 3.5 percentage points had all Canadians, U.S., and U.K. small business owners been surveyed and to within +/- 11.2 percentage points had all C-suites in these countries been surveyed.
- The fieldwork was conducted between April 16th and 23rd, 2013

Detailed Findings

Awareness of legal requirements concerning confidential data

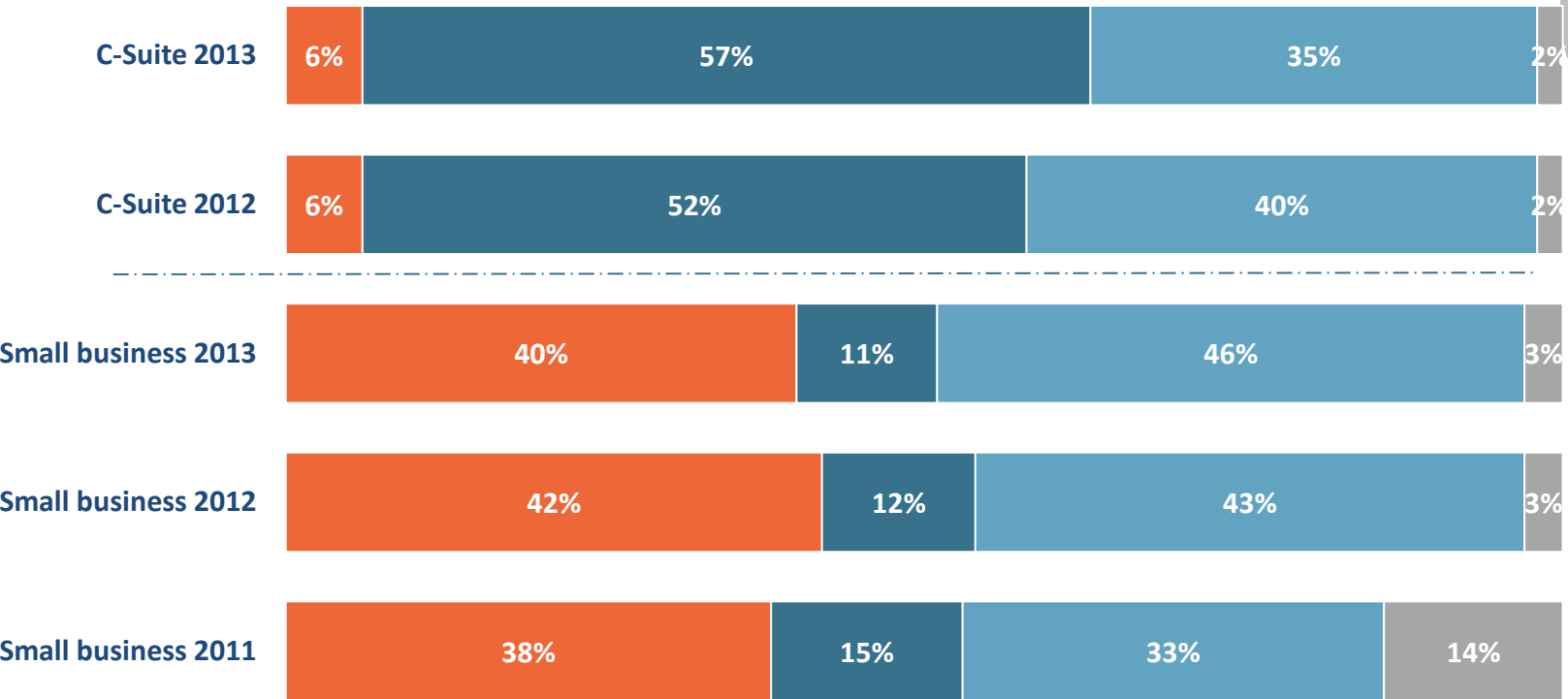
•While the same number of Canadian C-suites are 'aware' of the legal requirements of storing, keeping, or disposing of confidential data, less are 'very aware' (49% vs. 58% in 2012) of these requirements in 2013. Conversely, the number of small business owners who are 'very aware' of these legal requirements has increased (40%, up 4 pts.) from 2012.



Existing protocol for storing and disposing confidential data

•The proportion of small business owners who indicate that their company has a storing and disposing protocol and all employees strictly adhere to it has increased every year since 2011, although the number of C-suites who say the same has declined since last year (35% in 2013 vs. 40% in 2012).

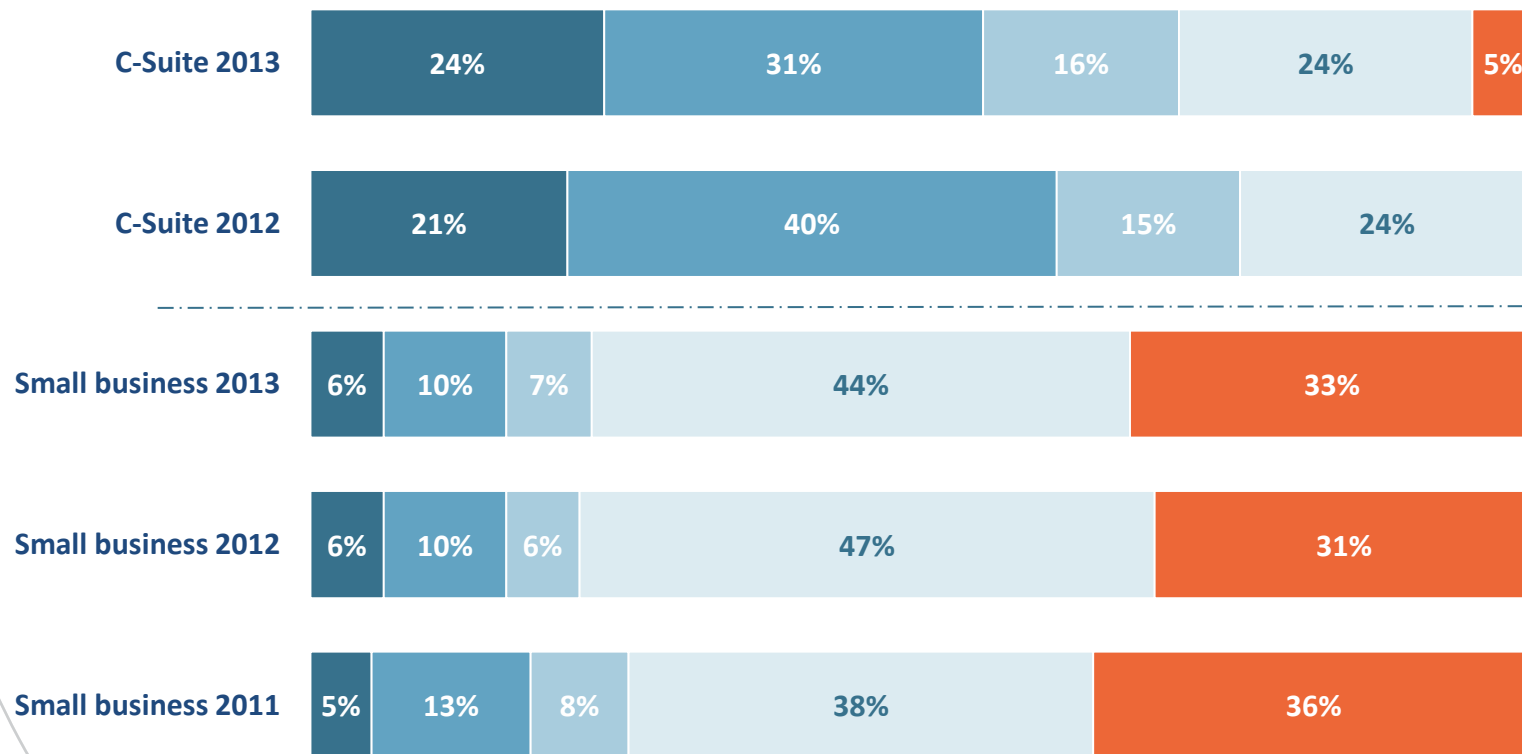
- No, no protocol exists
- Yes we do have a protocol, but not all employees are aware of it
- Yes, and our protocol is strictly adhered to by all employees
- Don't know



Training of staff in regards to company's information-security procedures

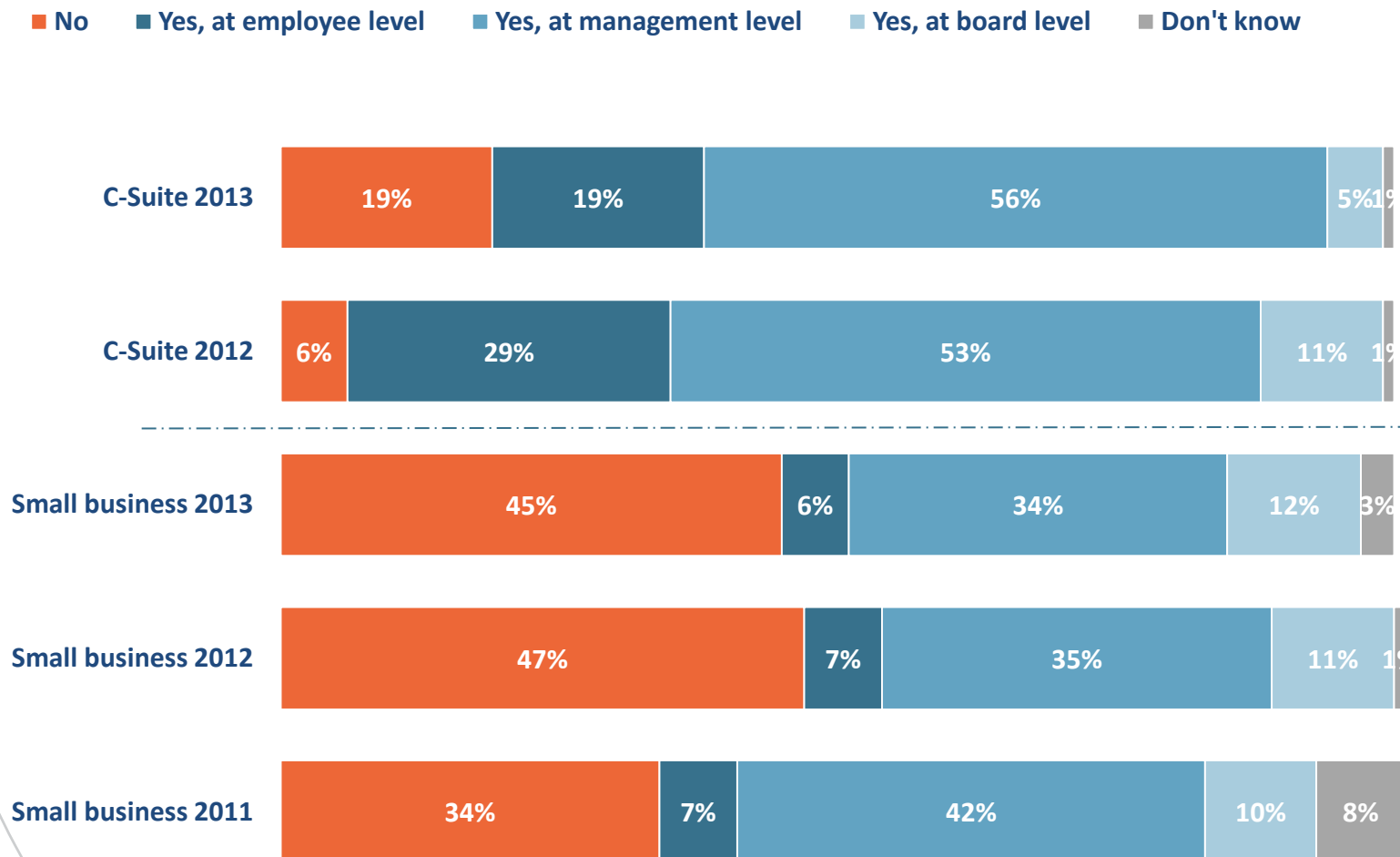
•Less C-suites (55%, down 6 pts.) cite their staff being trained on information-security procedures and protocols at least once a year. 5% of C-suites now indicate that their staff have never received such training.

■ Twice a year ■ Once a year ■ Once during their employment at your company ■ On an ad-hoc/as needed basis ■ Never



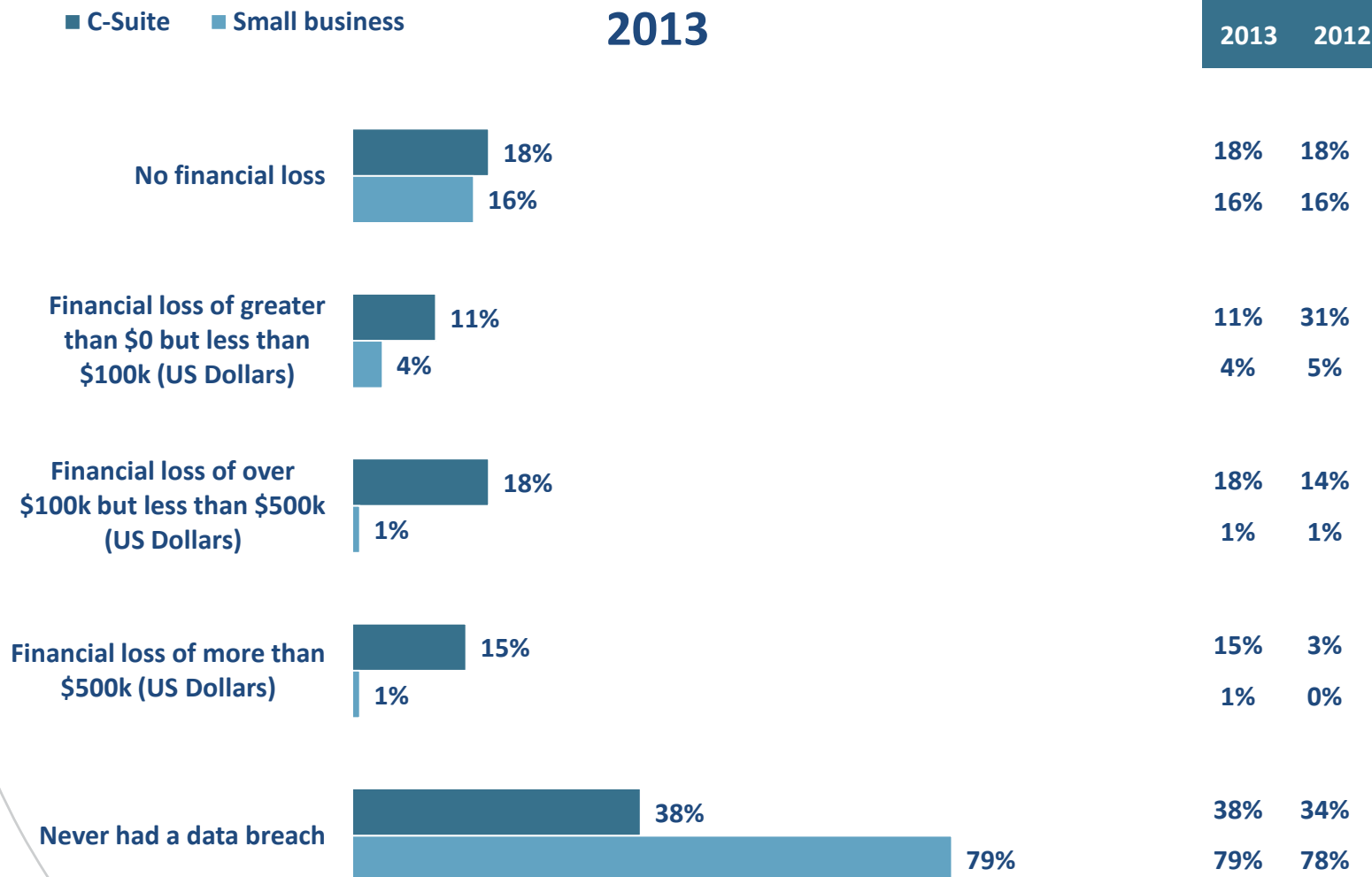
Does your business have an employee directly responsible for managing data security issues?

•The proportion of C-suites (19%, up 13 pts.) that cite there is no employee directly responsible for managing data security issues has increased, while the number who indicate that there is someone at the employee level has also declined (19%, down 10 pts.)



Actual impact of lost or stolen data on business

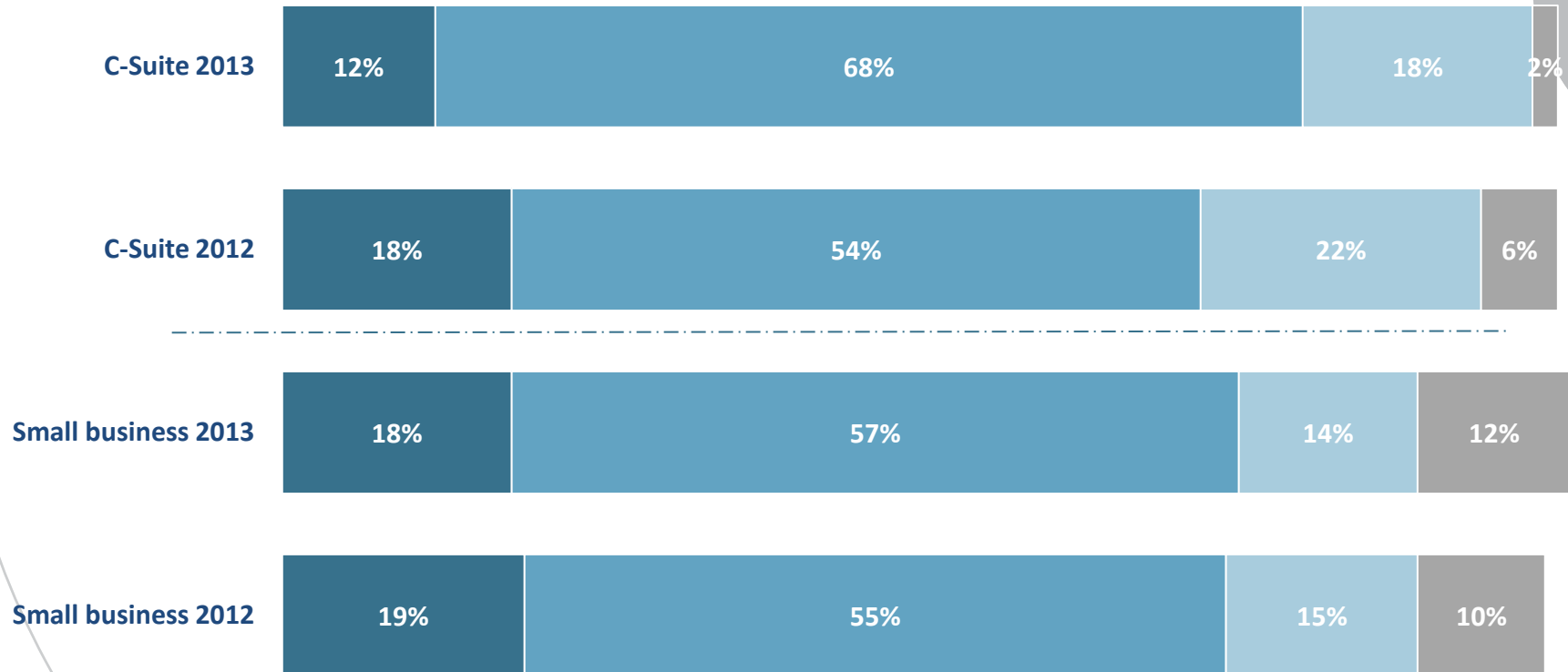
•Although fewer C-suites cite a financial loss of less than \$100,000 due to suffering a data breach (down from 31% in 2012), they are nearly five times as likely to cite a loss of more than \$500,000 from a data breach (15% in 2013 vs. 3% in 2012). Small business owners are still twice as likely (79% vs. 38% C-Suite) to have never had a data breach.



Current method used for disposing of aging or obsolete computers

•More C-suites (68%, up 14 pts.) have the contents of aging and obsolete computers erased, wiped, degaussed, and recycled in 2013 compared to 2012, while less simply recycle (down 6 pts.) or crush and destroy the hardware completely (down 4 pts.)

- They are simply recycled
- All contents are erased, wiped or degaussed and they are recycled
- The hardware is crushed and destroyed completely
- Don't know

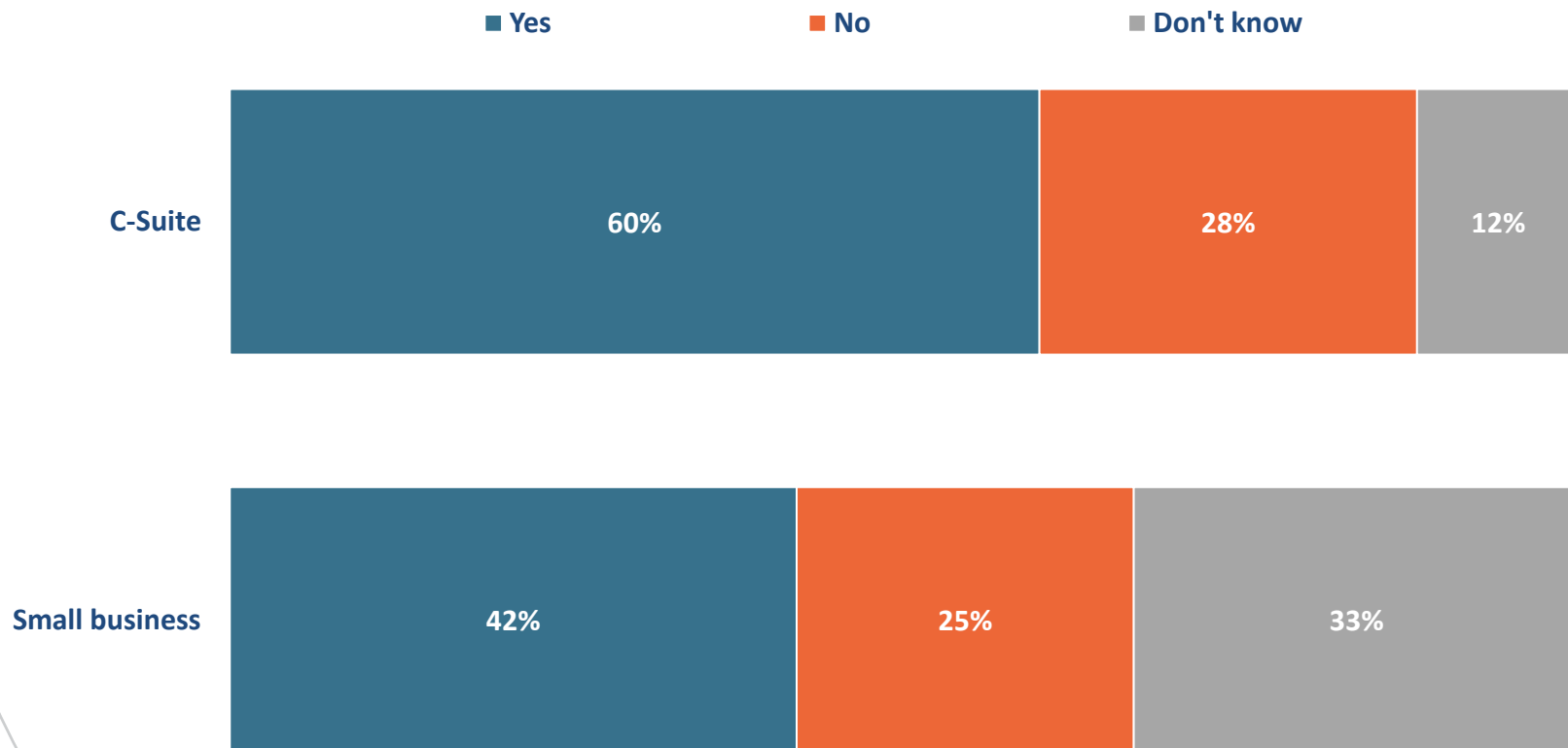


Q8. How does your business dispose of aging or obsolete computers (or other data-storing electronics such as smartphones or photocopiers) that are no longer used?

Base: All respondents (n=1103); Small business (n=1003); C-Suite (n=100).

Is wiping or degaussing hard drives enough?

•C-suites (60%) are more likely to believe that wiping or degaussing hard drives is enough to protect their company's digital information compared to small business owners (42%). Small business owners are nearly three times more likely than C-suites to not know if wiping or degassing hard drives is enough to protect this information (33% vs. 12%).



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