

IBC  BAC

# INSURANCE BUREAU OF CANADA

Cyber Security Poll



# METHODOLOGY

## Quantitative Research Instrument

This survey was conducted on behalf of IBC by Leger Marketing. Results from a nationwide online study of 300 owners and prominent members of businesses with less than 500 employees was completed between July 13-17, 2019, using Leger's online panel. The margin of error for this study was +/-7.4%, 19 times out of 20.

## Quality Control

Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis.



**18%** of small-to-medium sized enterprises (SMEs) surveyed, and **42%** of those with 100 to 499 employees, have been impacted by a data breach in the past two years.



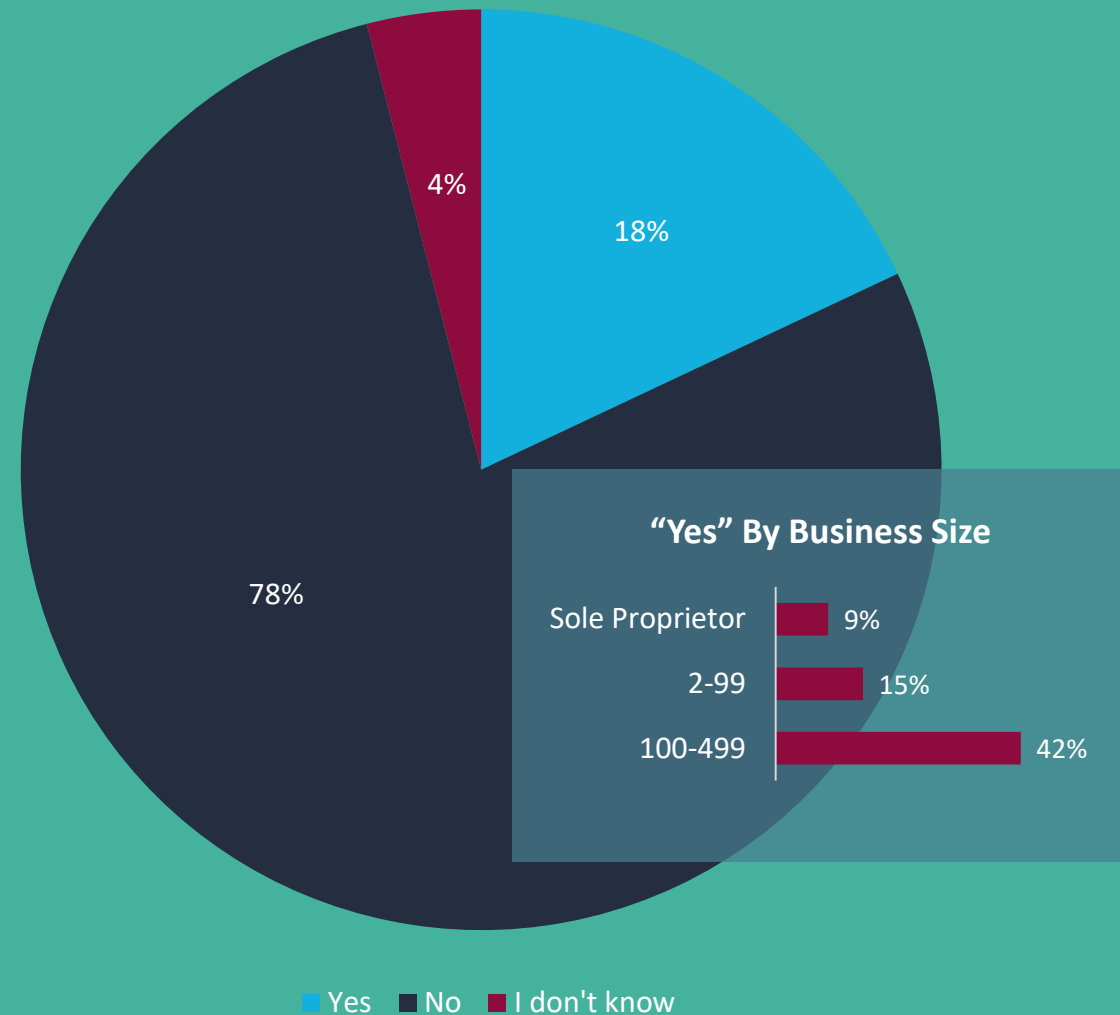
Of the SMEs that have suffered a cyber attack, **57%** were either unaware of the extent of the damages or stated that the breach cost them over \$100,000.



**44%** of businesses haven't implemented defenses against cyber attacks, despite **53%** handling consumer data at least weekly.

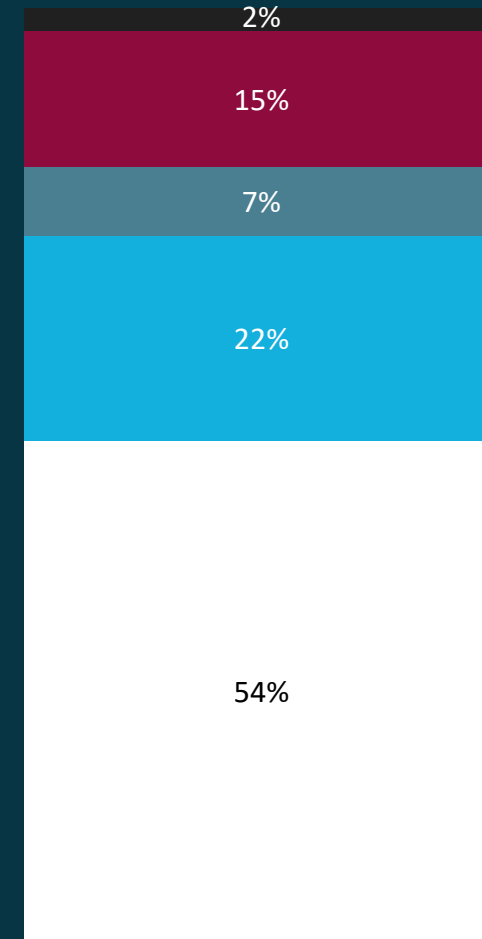
# SMEs ARE NOT EXEMPT FROM CYBER ATTACKS

Roughly one-in-five SMEs (18%) polled have been impacted by a data breach in the past two years, with this percentage jumping to 42% for organizations with 100 to 499 employees.



# THE COST OF A CYBER ATTACK

Nearly half (46%) of the small-to-medium sized business owners surveyed that suffered a cyber attack, and are familiar with its associated costs, state that the breach cost them more than \$100,000.

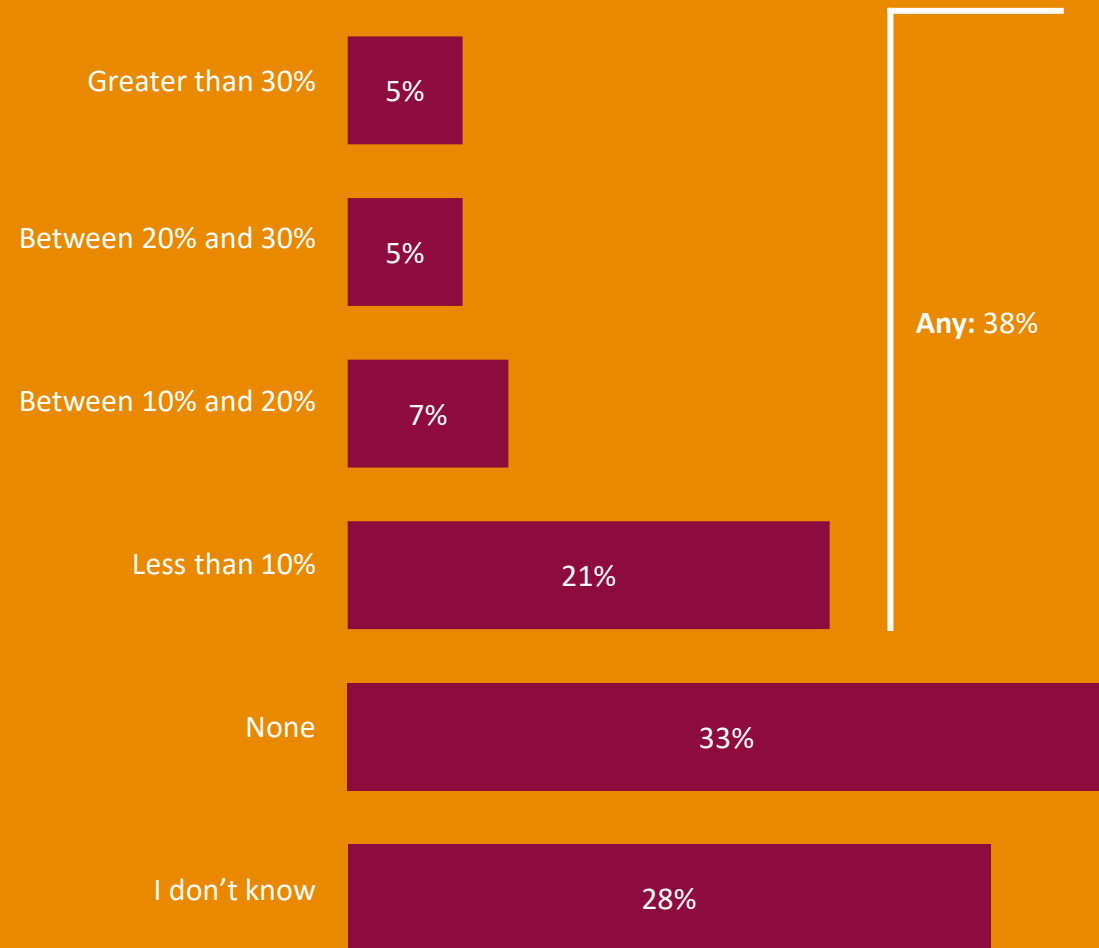


- Less than \$100k
- Between \$100k and \$250k
- Between \$250k and \$500k
- Between \$500k and \$1M
- Between \$1M and \$2M

*\*Graph excludes those who answered, "I don't know."*

# SMEs SPEND LITTLE ON CYBER SECURITY

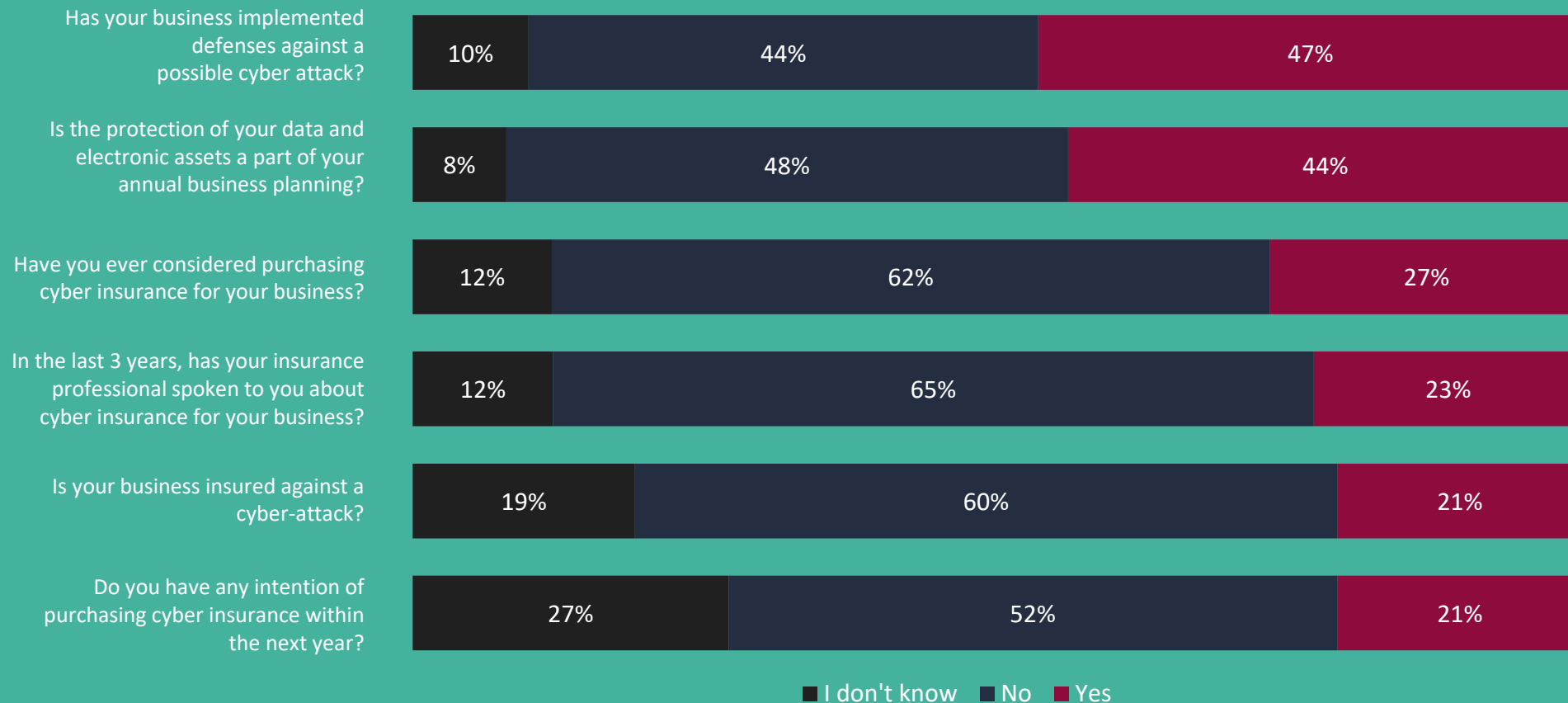
A third of SMEs polled (33%) stated they spend nothing on cyber security each year, with a further 28% not knowing what they spend at all and 21% spending less than 10% of their operating budgets on preventing data breaches.



Approximately what percentage of your operating budget is spent on cyber security per year?

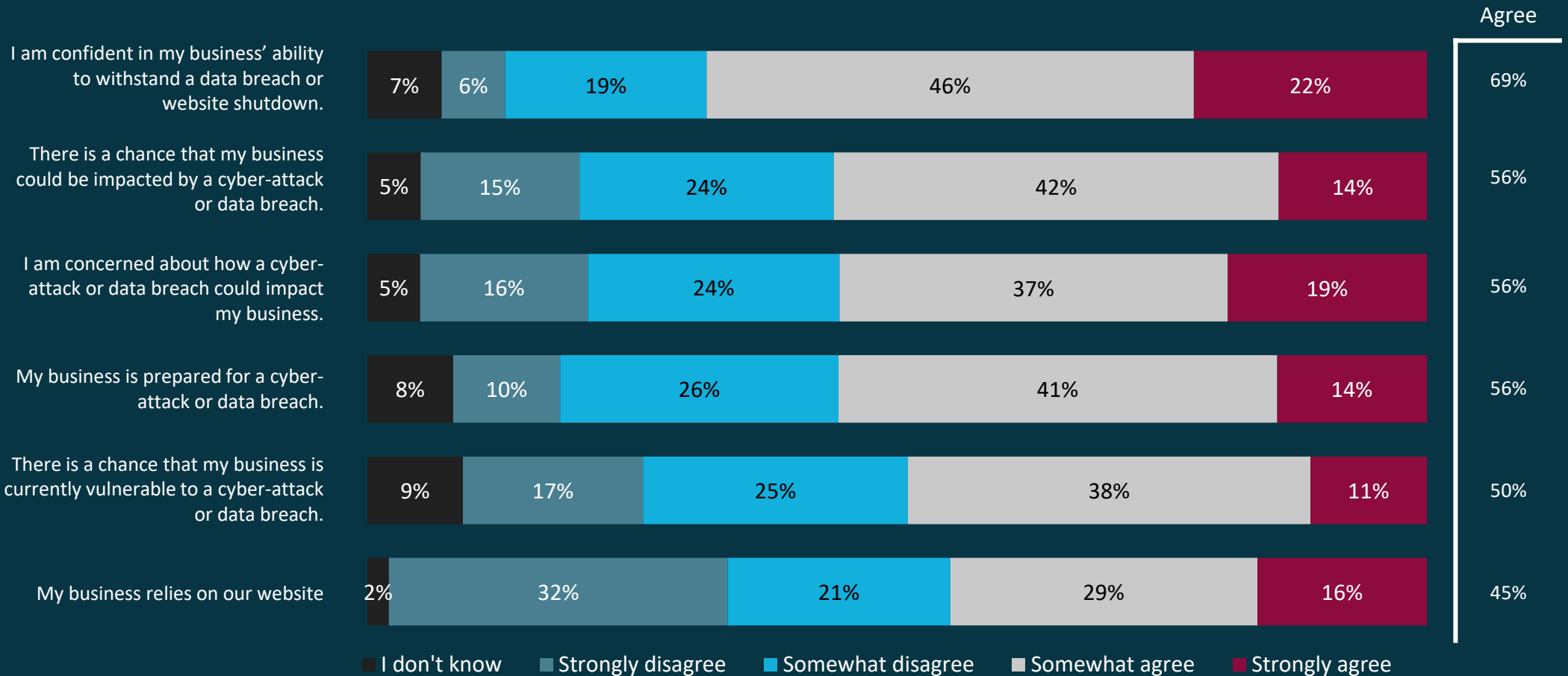
# CYBER SECURITY PREPAREDNESS

Less than half of SMEs surveyed have implemented defenses against cyber attacks (47%) or have incorporated data protection into their annual business plans (44%). Less than a quarter are also insured against a cyber attack.



# SENTIMENTS ON CYBER SUSEPTIBILITY

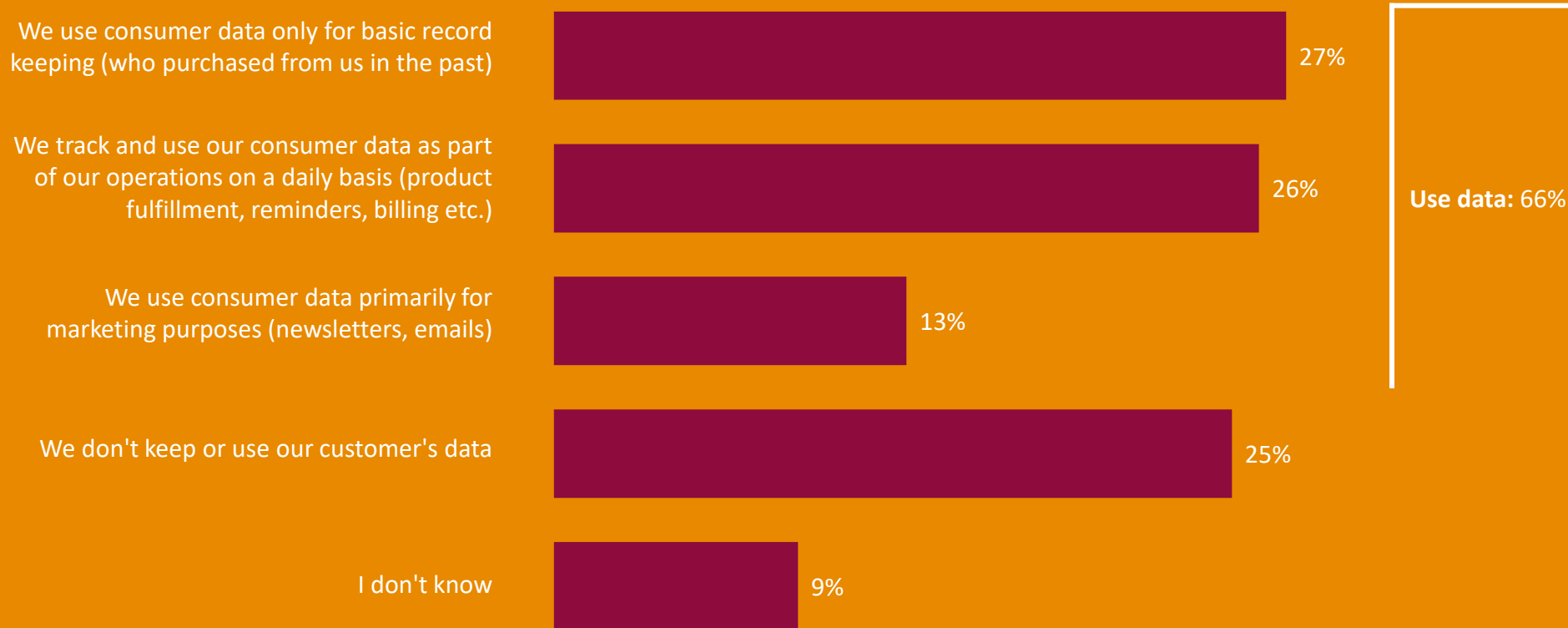
While Canadian SMEs are largely confident in their ability to withstand a data breach, and many believe they are prepared for a cyber attack, fears of vulnerabilities and the severity of attacks persist.





# SMEs HANDLE CONSUMER DATA

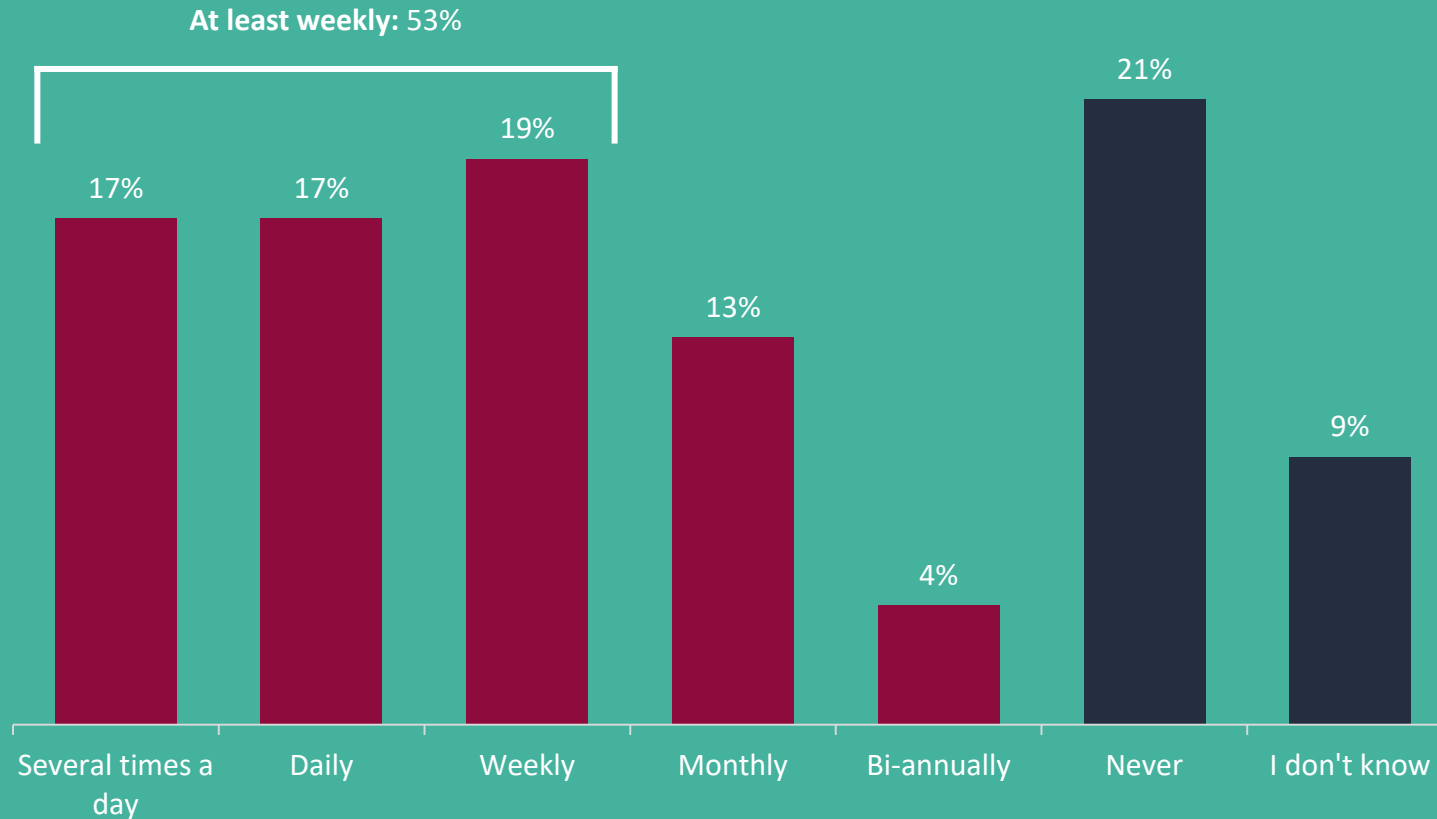
When asked, 66% of SMEs polled stated they use consumer data in some capacity.



How does your business primarily use customer data in your operations?

# SMEs ACCESS CONSUMER DATA OFTEN

Over half of Canadian SMEs polled use and access consumer data at least weekly (53%).



How often does your business use and access your consumer data?

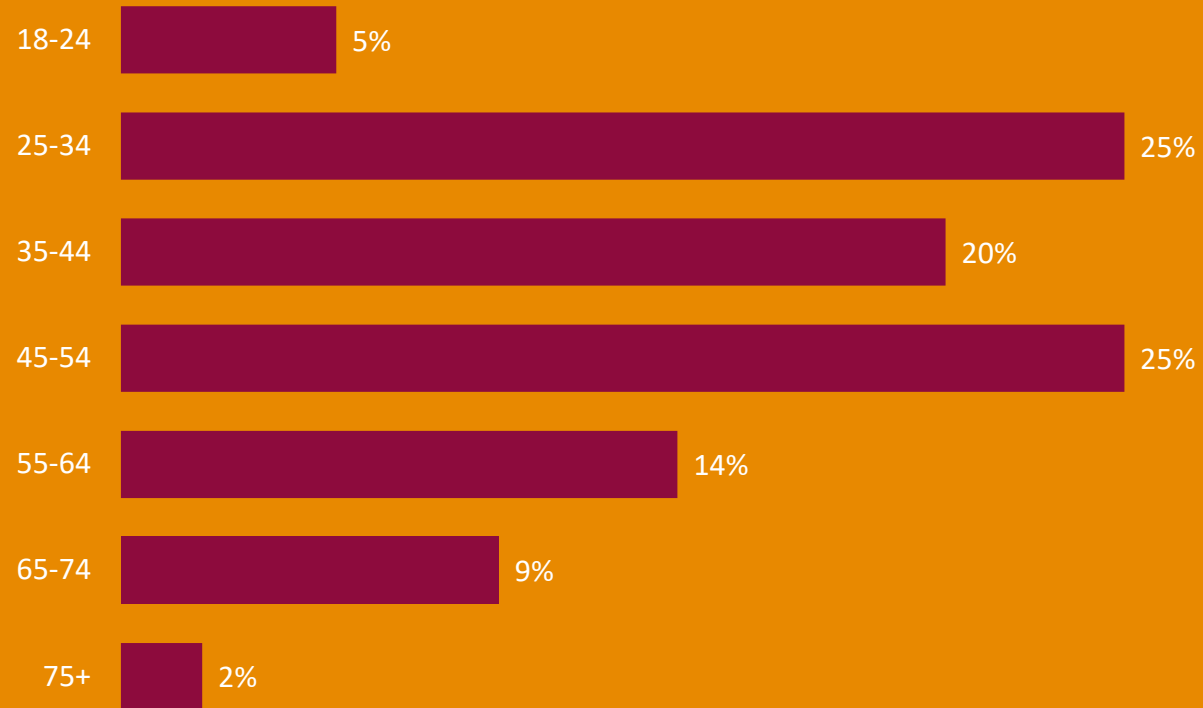
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# DEMOGRAPHIC INFORMATION

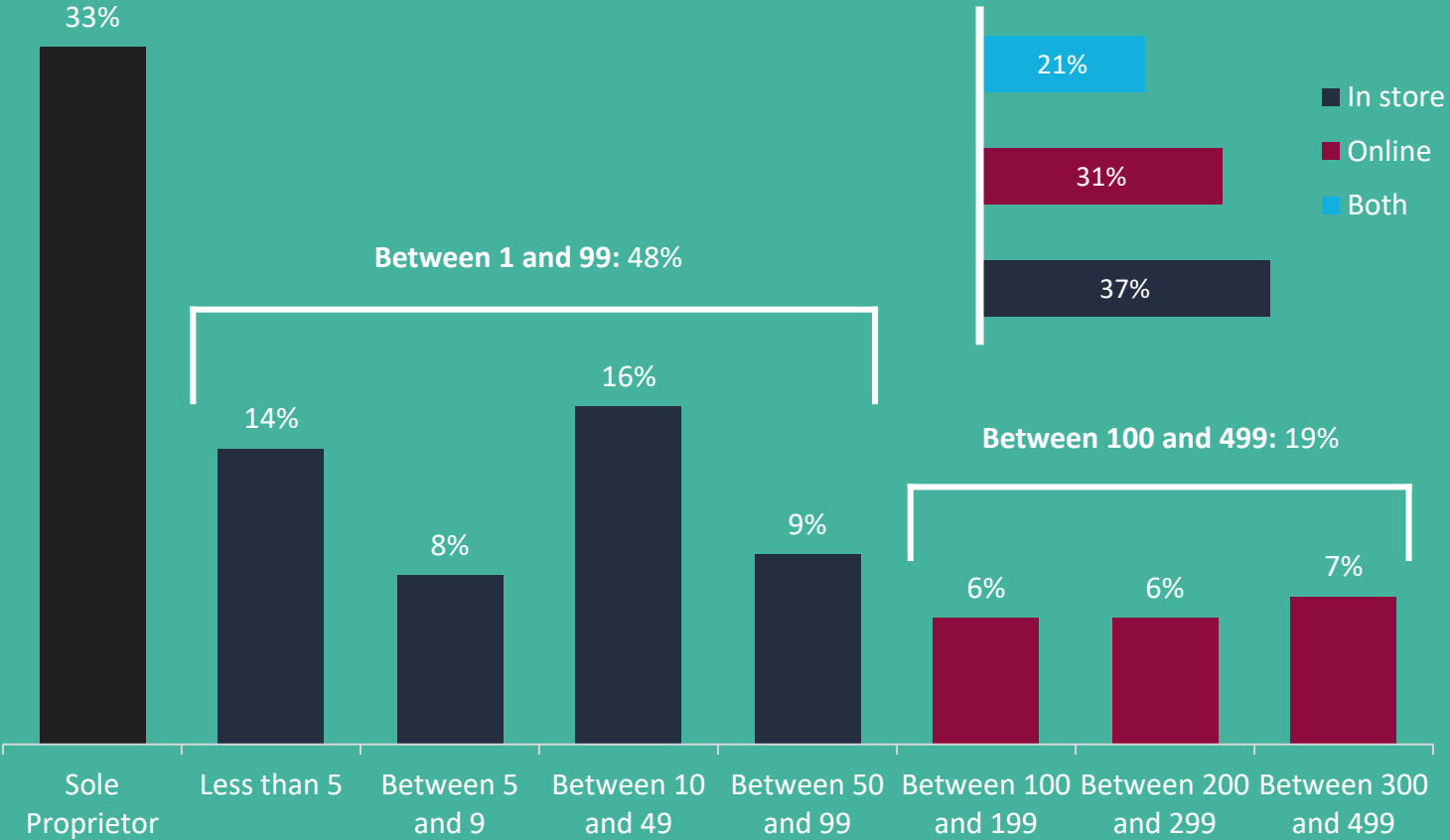
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# AGE



# SME COMPOSITION



How many people are currently employed at your company?

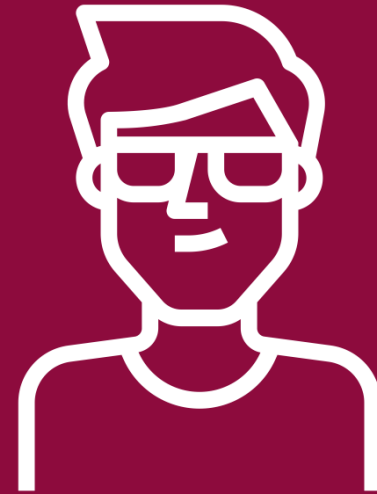
\*Horizontal bar graph excludes those who answered, "I don't know."

# GENDER



43%

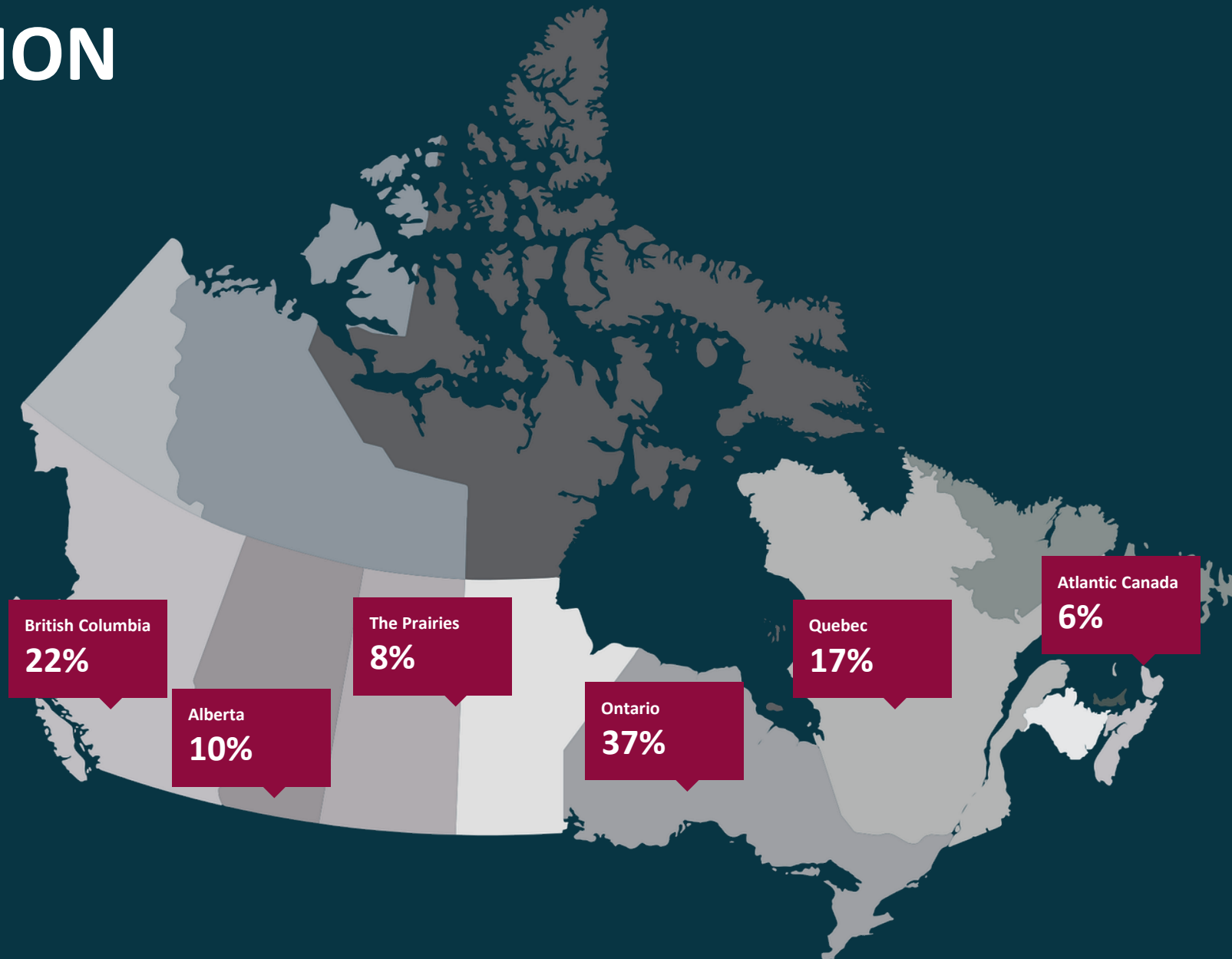
Female



57%

Male

# LOCATION



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