2016 ISACA IT Risk/Reward Barometer — Australia Consumer Results

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www.isaca.org/risk-reward-barometer

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1. Which of the following best describes your employment status? (Please select ONE.)

	Total
BASE - TOTAL RESPONDENTS	*1000*
Full-time employee	41%
Retired	21%
Part-time employee	13%
Self-employed (either full- or part-time)	10%
Student	5%
Homemaker	5%
Not employed	4%
Prefer not to answer	1%

2. How knowledgeable would you describe yourself in identifying devices that are considered part of the "Internet of Things"? (Please select ONE.)

	Total
BASE - TOTAL RESPONDENTS	*1000*
Top 2 Box (Net)	68%
Very knowledgeable (4)	17%
Somewhat knowledgeable (3)	51%
Bottom 2 Box (Net)	32%
Not very knowledgeable (2)	22%
Not at all knowledgeable (1)	10%

3. Which of the following "Internet of Things" devices, if any, do you own? (Please SELECT ALL that apply.)

	Total
BASE - TOTAL RESPONDENTS	*1000*
Smart TV (e.g., Apple TV, Samsung Smart TV)	46%
Connected car (e.g., car with Internet connection, GPS system or electronic toll collection device)	29%
Cameras that connect to the Internet (e.g., WiFi-enabled video or digital cameras that can directly upload photos to the Internet/cloud)	27%
Wireless fitness tracker (e.g., Fitbit, FuelBand)	26%
Employee access card with sensor	18%
Smart watch	14%
Internet-connected audio/stereo speakers	12%
Smart meter (e.g., an Internet-connected thermostat or utility meter)	11%
Internet-connected children's toys (e.g., WiFi-connected toys that can record and talk back to children and may feature microphones, cameras, speakers and motors)	6%
Internet-connected home alarm system	6%
Smart weight scale	6%
Internet-connected garage door opener	4%
Internet-connected medical device (e.g., heart monitor)	4%
Internet-connected baby monitor	3%
Internet-connected refrigerator	3%
Internet-connected door locks	2%
Other	2%
You do not own any "Internet of things" devices	23%

4. Which of the following "Internet of Things" devices, if any, would you like to get in the next 12 months? (Please SELECT ALL that apply.)

	Total
BASE – DO NOT OWN THE IOT DEVICE IN Q3	*Base varies*
Smart TV (e.g., Apple TV, Samsung Smart TV)	29%
Smart watch	20%

Wireless fitness tracker (e.g., Fitbit, FuelBand)	15%
Cameras that connect to the Internet (e.g., WiFi-enabled video or digital cameras that can directly upload photos to the Internet/cloud)	12%
Internet-connected home alarm system	12%
Connected car (e.g., car with Internet connection, GPS system or electronic toll collection device)	12%
Internet-connected audio/stereo speakers	11%
Smart weight scale	10%
Internet-connected door locks	7%
Internet-connected garage door opener	7%
Internet-connected refrigerator	7%
Smart meter (e.g., an Internet-connected thermostat or utility meter)	6%
Internet-connected medical device (e.g., heart monitor)	3%
Internet-connected children's toys (e.g., WiFi-connected toys that can record and talk back to children and may feature microphones, cameras, speakers and motors)	3%
Internet-connected baby monitor	3%
Employee access card with sensor	2%
Other	1%
None of the above	41%

5. How knowledgeable would you describe yourself in identifying "Internet of Things" devices that have been enhanced with Augmented Reality (e.g., AR-Enhanced Internet of Things)? (Please SELECT ONE.)

	Total
BASE - TOTAL RESPONDENTS	*1000*
Top 2 Box (Net)	36%
Very knowledgeable (4)	7%
Somewhat knowledgeable (3)	29%
Bottom 2 Box (Net)	64%
Not very knowledgeable (2)	41%
Not at all knowledgeable (1)	23%

6. Below are some hypothetical applications of augmented reality <u>in daily life</u>, using Internet of Things devices. Please indicate to what extent you agree or disagree each would improve your own life. (Please SELECT ONE for each.)

AGREE (TOP-2-BOX – COMPLETELY OR SOMEWHAT)	**Total**
BASE - TOTAL RESPONDENTS	*1000*
Training guides (e.g., step-by-step graphical overlays helping you to learn a new skill for personal or professional development)	70%
Healthcare geolocation (e.g., GPS app that identifies where an AED/defibrillator device is available in the immediate vicinity)	67%
Retail geolocation (e.g., GPS device that efficiently guides you to the items on your shopping list within a store)	64%
Home decoration (e.g., projection of décor, to help you plan out room design)	60%
Gaming/interactive entertainment (e.g., gaming applications similar to Pokémon Go)	33%
Holographic web chats	31%

DISAGREE (BOTTOM-2-BOX – COMPLETELY OR SOMEWHAT)	**Total**
BASE - TOTAL RESPONDENTS	*1000*
Gaming/interactive entertainment (e.g., gaming applications similar to Pokémon Go)	54%
Holographic web chats	44%
Home decoration (e.g., projection of décor, to help you plan out room design)	27%
Retail geolocation (e.g., GPS device that efficiently guides you to the items on your shopping list within a store)	25%
Healthcare geolocation (e.g., GPS app that identifies where an AED/defibrillator device is available in the immediate vicinity)	20%
Training guides (e.g., step-by-step graphical overlays helping you to learn a new skill for personal or professional development)	18%

DON'T KNOW	Total
BASE - TOTAL RESPONDENTS	*1000*
Holographic web chats	25%
Gaming/interactive entertainment (e.g., gaming applications similar to Pokémon Go)	14%
Healthcare geolocation (e.g., GPS app that identifies where an AED/defibrillator device is available in the immediate vicinity)	14%
Home decoration (e.g., projection of décor, to help you plan out room design)	13%
Training guides (e.g., step-by-step graphical overlays helping you to learn a new skill for personal or professional development)	12%
Retail geolocation (e.g., GPS device that efficiently guides you to the items on your shopping list within a store)	11%

7. Generally, how concerned, if at all, are you that potential Augmented Reality enhancements may make your "Internet of Things" device(s) more vulnerable to a privacy breach? (Please SELECT ONE.)

	Total
BASE – OWN IOT DEVICE IN Q3	*772*
Top 2 Box (Net)	77%
Very concerned (4)	24%
Somewhat concerned (3)	54%
Bottom 2 Box (Net)	23%
Not very concerned (2)	19%
Not at all concerned (1)	4%

8. Below are some potential benefits of augmented reality in the workplace. Considering your own work, please indicate to what extent augmented reality would likely provide you this benefit. (Please SELECT ONE for each.)

DEFINITELY *Augmented reality enhancements in your workplace would likely help to increase …*	**Total**
BASE - EMPLOYED RESPONDENTS	*635*
Remote participation in workplace learning and development (e.g. continuing education or certification)	22%
Communication between office leaders and staff	18%
Engagement during office training sessions	17%
Visibility among new customers	13%

PROBABLY *Augmented reality enhancements in your workplace would likely help to increase …*	**Total**
BASE - EMPLOYED RESPONDENTS	*635*
Remote participation in workplace learning and development (e.g. continuing education or certification)	47%
Engagement during office training sessions	44%
Visibility among new customers	40%
Communication between office leaders and staff	40%

PROBABLY NOT *Augmented reality enhancements in your workplace would likely help to increase …*	**Total**
BASE - EMPLOYED RESPONDENTS	*635*
Communication between office leaders and staff	24%
Visibility among new customers	23%

Engagement during office training sessions	22%
Remote participation in workplace learning and development (e.g. continuing education or certification)	18%

DEFINITELY NOT *Augmented reality enhancements in your workplace would likely help to increase …*	**Total**
BASE - EMPLOYED RESPONDENTS	*635*
Visibility among new customers	10%
Communication between office leaders and staff	8%
Engagement during office training sessions	7%
Remote participation in workplace learning and development (e.g. continuing education or certification)	5%

DON'T KNOW *Augmented reality enhancements in your workplace would likely help to increase …*	**Total**
BASE - EMPLOYED RESPONDENTS	*635*
Visibility among new customers	14%
Engagement during office training sessions	11%
Communication between office leaders and staff	10%
Remote participation in workplace learning and development (e.g. continuing education or certification)	9%

9. Below are some hypothetical applications of augmented reality <u>in the workplace</u>, using Internet of Things devices. Please indicate to what extent you agree or disagree each would make it easier to do your job. (Please SELECT ONE for each.)

AGREE (TOP-2-BOX – COMPLETELY OR SOMEWHAT)	**Total**
BASE - EMPLOYED RESPONDENTS	*635*
Workplace trainings (e.g., step-by-step graphical overlays teaching workplace skills or providing safety guidance based on environmental stimuli)	73%
Workplace safety guide (e.g., graphical overlays providing safety guidance/alerts based on environmental stimuli)	69%
Product demonstrations (e.g., allow potential customers to virtually try out or compare products such as in-car dashboards or tablet graphical interfaces before purchasing)	63%
Inventory geolocation (e.g., GPS device that efficiently guides you to items in a workplace storage center/warehouse)	58%
Holographic conference calls	50%

DISAGREE (BOTTOM-2-BOX – COMPLETELY OR SOMEWHAT)	**Total**
BASE - EMPLOYED RESPONDENTS	*635*
Holographic conference calls	32%
Inventory geolocation (e.g., GPS device that efficiently guides you to items in a workplace storage center/warehouse)	25%
Product demonstrations (e.g., allow potential customers to virtually try out or compare products such as in-car dashboards or tablet graphical interfaces before purchasing)	20%
Workplace safety guide (e.g., graphical overlays providing safety guidance/alerts based on environmental stimuli)	19%
Workplace trainings (e.g., step-by-step graphical overlays teaching workplace skills or providing safety guidance	16%

based on environmental stimuli)	

DON'T KNOW/NOT APPLICABLE	**Total**
BASE - EMPLOYED RESPONDENTS	*635*
Holographic conference calls	18%
Product demonstrations (e.g., allow potential customers to virtually try out or compare products such as in-car dashboards or tablet graphical interfaces before purchasing)	17%
Inventory geolocation (e.g., GPS device that efficiently guides you to items in a workplace storage center/warehouse)	17%
Workplace safety guide (e.g., graphical overlays providing safety guidance/alerts based on environmental stimuli)	12%
Workplace trainings (e.g., step-by-step graphical overlays teaching workplace skills or providing safety guidance based on environmental stimuli)	11%

10. Generally, how vulnerable do you think your current workplace is to "virtual graffiti" attacks (e.g., the use of AR-Enhanced "Internet of Things" devices to virtually deface buildings, landmarks, signage or other workplace surfaces with negative, unauthorized imagery – then shared with others)? (Please SELECT ONE.)

	Total
BASE – EMPLOYED RESPONDENTS	*635*
Top 2 Box (Net)	55%
Very vulnerable (4)	12%
Somewhat vulnerable (3)	43%
Bottom 2 Box (Net)	45%
Not very vulnerable (2)	35%
Not at all vulnerable (1)	11%

Note: Due to rounding, percentages may not add up to 100.

About ISACA's 2016 IT Risk/Reward Barometer

The annual IT Risk/Reward Barometer is a global indicator of trust in information. Conducted by ISACA, a global association of more than 140,000 IT security, assurance, risk and governance professionals, the Barometer polls thousands of business and IT professionals and consumers worldwide to uncover attitudes

and behaviors about essential technologies and information, and the trade-offs people make to balance risk and reward. The study is based on online polling of 6,591 ISACA members among 140 countries from 19-29 September 2016. Additional online surveys were fielded by M/A/R/C Research among 1,230 consumers in the US, 1,000 consumers in the UK, 1,000 consumers in Australia, 1,001 consumers in India and 1,000 consumers in Singapore. The US survey ran 6-8 August 2016, and the UK, Australia, India and Singapore surveys ran 12-23 August 2016. At a 95 percent confidence level, the margin of error for each individual country sample is +/- 3.1 percent.

To see the full results, visit *www.isaca.org/risk-reward-barometer*.