



**2016 ISACA IT Risk/Reward Barometer —
India 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	1001
Full-time employee	63%
Self-employed (either full- or part-time)	12%
Student	8%
Retired	6%
Part-time employee	6%
Homemaker	5%
Not employed	1%
Prefer not to answer	0%

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	1001
Top 2 Box (Net)	94%
Very knowledgeable (4)	43%
Somewhat knowledgeable (3)	51%
Bottom 2 Box (Net)	6%
Not very knowledgeable (2)	5%
Not at all knowledgeable (1)	1%

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

	Total
<i>BASE - TOTAL RESPONDENTS</i>	<i>1001</i>
Smart TV (e.g., Apple TV, Samsung Smart TV)	51%
Smart watch	38%
Cameras that connect to the Internet (e.g., WiFi-enabled video or digital cameras that can directly upload photos to the Internet/cloud)	35%
Employee access card with sensor	33%
Internet-connected audio/stereo speakers	30%
Connected car (e.g., car with Internet connection, GPS system or electronic toll collection device)	26%
Wireless fitness tracker (e.g., Fitbit, FuelBand)	24%
Internet-connected home alarm system	19%
Smart weight scale	16%
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)	15%
Internet-connected medical device (e.g., heart monitor)	15%
Internet-connected door locks	15%
Smart meter (e.g., an Internet-connected thermostat or utility meter)	13%
Internet-connected baby monitor	12%
Internet-connected refrigerator	12%
Internet-connected garage door opener	11%
Other	4%
You do not own any "Internet of things" devices	15%

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
<i>BASE – DO NOT OWN THE IOT DEVICE IN Q3</i>	<i>Base varies</i>
Smart TV (e.g., Apple TV, Samsung Smart TV)	48%
Smart watch	46%

Internet-connected home alarm system	32%
Internet-connected door locks	32%
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%
Internet-connected audio/stereo speakers	26%
Wireless fitness tracker (e.g., Fitbit, FuelBand)	25%
Smart weight scale	22%
Internet-connected refrigerator	22%
Internet-connected medical device (e.g., heart monitor)	21%
Employee access card with sensor	16%
Internet-connected garage door opener	15%
Smart meter (e.g., an Internet-connected thermostat or utility meter)	14%
Internet-connected baby monitor	12%
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)	11%
Other	2%
None of the above	7%

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
<i>BASE - TOTAL RESPONDENTS</i>	<i>1001</i>
Top 2 Box (Net)	80%
Very knowledgeable (4)	33%
Somewhat knowledgeable (3)	47%
Bottom 2 Box (Net)	20%
Not very knowledgeable (2)	17%
Not at all knowledgeable (1)	3%

6. Below are some hypothetical applications of augmented reality in daily life, 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
<i>BASE - TOTAL RESPONDENTS</i>	<i>1001</i>
Training guides (e.g., step-by-step graphical overlays helping you to learn a new skill for personal or professional development)	91%
Healthcare geolocation (e.g., GPS app that identifies where an AED/defibrillator device is available in the immediate vicinity)	89%
Retail geolocation (e.g., GPS device that efficiently guides you to the items on your shopping list within a store)	88%
Home decoration (e.g., projection of décor, to help you plan out room design)	86%
Holographic web chats	76%
Gaming/interactive entertainment (e.g., gaming applications similar to Pokémon Go)	74%

DISAGREE (BOTTOM-2-BOX – COMPLETELY OR SOMEWHAT)	Total
<i>BASE - TOTAL RESPONDENTS</i>	<i>1001</i>
Gaming/interactive entertainment (e.g., gaming applications similar to Pokémon Go)	21%
Holographic web chats	15%
Home decoration (e.g., projection of décor, to help you plan out room design)	10%
Retail geolocation (e.g., GPS device that efficiently guides you to the items on your shopping list within a store)	9%
Healthcare geolocation (e.g., GPS app that identifies where an AED/defibrillator device is available in the immediate vicinity)	7%
Training guides (e.g., step-by-step graphical overlays helping you to learn a new skill for personal or professional development)	6%

DON'T KNOW	Total
<i>BASE - TOTAL RESPONDENTS</i>	<i>1001</i>
Holographic web chats	9%
Gaming/interactive entertainment (e.g., gaming applications similar to Pokémon Go)	5%
Retail geolocation (e.g., GPS device that efficiently guides you to the items on your shopping list within a store)	4%
Home decoration (e.g., projection of décor, to help you plan out room design)	4%
Healthcare geolocation (e.g., GPS app that identifies where an AED/defibrillator device is available in the immediate vicinity)	4%
Training guides (e.g., step-by-step graphical overlays helping you to learn a new skill for personal or professional development)	3%

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
<i>BASE – OWN IOT DEVICE IN Q3</i>	<i>851</i>
Top 2 Box (Net)	91%
Very concerned (4)	49%
Somewhat concerned (3)	43%
Bottom 2 Box (Net)	9%
Not very concerned (2)	8%
Not at all concerned (1)	1%

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	Total
<i>Augmented reality enhancements in your workplace would likely help to increase ...</i>	
BASE - EMPLOYED RESPONDENTS	805
Communication between office leaders and staff	56%
Visibility among new customers	55%
Engagement during office training sessions	54%
Remote participation in workplace learning and development (e.g. continuing education or certification)	54%

PROBABLY	Total
<i>Augmented reality enhancements in your workplace would likely help to increase ...</i>	
BASE - EMPLOYED RESPONDENTS	805
Remote participation in workplace learning and development (e.g. continuing education or certification)	38%
Visibility among new customers	37%
Engagement during office training sessions	36%
Communication between office leaders and staff	35%

PROBABLY NOT	Total
<i>Augmented reality enhancements in your workplace would likely help to increase ...</i>	
BASE - EMPLOYED RESPONDENTS	805
Engagement during office training sessions	7%
Remote participation in workplace	6%

learning and development (e.g. continuing education or certification)	
Communication between office leaders and staff	6%
Visibility among new customers	5%

DEFINITELY NOT	Total
<i>Augmented reality enhancements in your workplace would likely help to increase ...</i>	
BASE - EMPLOYED RESPONDENTS	805
Engagement during office training sessions	2%
Communication between office leaders and staff	2%
Remote participation in workplace learning and development (e.g. continuing education or certification)	1%
Visibility among new customers	1%

DON'T KNOW	Total
<i>Augmented reality enhancements in your workplace would likely help to increase ...</i>	
BASE - EMPLOYED RESPONDENTS	805
Engagement during office training sessions	2%
Remote participation in workplace learning and development (e.g. continuing education or certification)	2%
Visibility among new customers	2%
Communication between office leaders and staff	1%

9. Below are some hypothetical applications of augmented reality in the workplace, 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
<i>BASE - EMPLOYED RESPONDENTS</i>	805
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)	92%
Workplace trainings (e.g., step-by-step graphical overlays teaching workplace skills or providing safety guidance based on environmental stimuli)	91%
Workplace safety guide (e.g., graphical overlays providing safety guidance/alerts based on environmental stimuli)	91%
Inventory geolocation (e.g., GPS device that efficiently guides you to items in a workplace storage center/warehouse)	91%
Holographic conference calls	87%

DISAGREE (BOTTOM-2-BOX – COMPLETELY OR SOMEWHAT)	Total
<i>BASE - EMPLOYED RESPONDENTS</i>	805
Holographic conference calls	9%
Inventory geolocation (e.g., GPS device that efficiently guides you to items in a workplace storage center/warehouse)	7%
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)	6%
Workplace trainings (e.g., step-by-step graphical overlays teaching workplace skills or providing safety guidance based on environmental stimuli)	6%
Workplace safety guide (e.g., graphical overlays providing safety guidance/alerts based on	6%

environmental stimuli)	
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DON'T KNOW/NOT APPLICABLE	Total
<i>BASE - EMPLOYED RESPONDENTS</i>	805
Holographic conference calls	5%
Workplace trainings (e.g., step-by-step graphical overlays teaching workplace skills or providing safety guidance based on environmental stimuli)	3%
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)	2%
Workplace safety guide (e.g., graphical overlays providing safety guidance/alerts based on environmental stimuli)	2%
Inventory geolocation (e.g., GPS device that efficiently guides you to items in a workplace storage center/warehouse)	2%

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
<i>BASE – EMPLOYED RESPONDENTS</i>	805
Top 2 Box (Net)	78%
Very vulnerable (4)	32%
Somewhat vulnerable (3)	46%
Bottom 2 Box (Net)	22%
Not very vulnerable (2)	20%
Not at all vulnerable (1)	2%

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.