



**2016 ISACA IT Risk/Reward Barometer —
UK Consumer Results**

October 2016

www.isaca.org/risk-reward-barometer

Media Inquiries:

Kristen Kessinger, ISACA, +1.847.660.5512, communications@isaca.org

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

	Total
<i>BASE - TOTAL RESPONDENTS</i>	<i>1000</i>
Full-time employee	44%
Retired	23%
Part-time employee	14%
Self-employed (either full- or part-time)	6%
Homemaker	6%
Not employed	4%
Student	3%
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
<i>BASE - TOTAL RESPONDENTS</i>	<i>1000</i>
Top 2 Box (Net)	66%
Very knowledgeable (4)	15%
Somewhat knowledgeable (3)	50%
Bottom 2 Box (Net)	35%
Not very knowledgeable (2)	23%
Not at all knowledgeable (1)	12%

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>1000</i>
Smart TV (e.g., Apple TV, Samsung Smart TV)	43%
Cameras that connect to the Internet (e.g., WiFi-enabled video or digital cameras that can directly upload photos to the Internet/cloud)	24%
Connected car (e.g., car with Internet connection, GPS system or electronic toll collection device)	18%
Smart meter (e.g., an Internet-connected thermostat or utility meter)	18%
Wireless fitness tracker (e.g., Fitbit, FuelBand)	17%
Employee access card with sensor	14%
Internet-connected audio/stereo speakers	13%
Smart watch	10%
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)	9%
Smart weight scale	7%
Internet-connected home alarm system	6%
Internet-connected medical device (e.g., heart monitor)	5%
Internet-connected door locks	4%
Internet-connected baby monitor	4%
Internet-connected garage door opener	3%
Internet-connected refrigerator	3%
Other	1%
You do not own any "Internet of things" devices	27%

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)	27%
Smart meter (e.g., an Internet-	26%

connected thermostat or utility meter)	
Smart watch	20%
Wireless fitness tracker (e.g., Fitbit, FuelBand)	17%
Internet-connected home alarm system	14%
Cameras that connect to the Internet (e.g., WiFi-enabled video or digital cameras that can directly upload photos to the Internet/cloud)	13%
Connected car (e.g., car with Internet connection, GPS system or electronic toll collection device)	11%
Internet-connected audio/stereo speakers	11%
Smart weight scale	10%
Internet-connected door locks	7%
Internet-connected refrigerator	7%
Internet-connected garage door opener	6%
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)	5%
Internet-connected medical device (e.g., heart monitor)	4%
Internet-connected baby monitor	3%
Employee access card with sensor	3%
Other	1%
None of the above	32%

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>1000</i>
Top 2 Box (Net)	39%
Very knowledgeable (4)	8%
Somewhat knowledgeable (3)	31%
Bottom 2 Box (Net)	61%
Not very knowledgeable (2)	35%
Not at all knowledgeable (1)	26%

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>1000</i>
Healthcare geolocation (e.g., GPS app that identifies where an AED/defibrillator device is available in the immediate vicinity)	64%
Training guides (e.g., step-by-step graphical overlays helping you to learn a new skill for personal or professional development)	62%
Home decoration (e.g., projection of décor, to help you plan out room design)	61%
Retail geolocation (e.g., GPS device that efficiently guides you to the items on your shopping list within a store)	56%
Gaming/interactive entertainment (e.g., gaming applications similar to Pokémon Go)	33%
Holographic web chats	31%

DISAGREE (BOTTOM-2-BOX – COMPLETELY OR SOMEWHAT)	Total
<i>BASE - TOTAL RESPONDENTS</i>	<i>1000</i>
Gaming/interactive entertainment (e.g., gaming applications similar to Pokémon Go)	55%
Holographic web chats	50%
Retail geolocation (e.g., GPS device that efficiently guides you to the items on your shopping list within a store)	34%
Home decoration (e.g., projection of décor, to help you plan out room design)	28%
Training guides (e.g., step-by-step graphical overlays helping you to learn a new skill for personal or professional development)	26%
Healthcare geolocation (e.g., GPS app that identifies where an AED/defibrillator device is available in the immediate vicinity)	23%

DON'T KNOW	Total
<i>BASE - TOTAL RESPONDENTS</i>	<i>1000</i>
Holographic web chats	19%
Healthcare geolocation (e.g., GPS app that identifies where an AED/defibrillator device is available in the immediate vicinity)	13%
Gaming/interactive entertainment (e.g., gaming applications similar to Pokémon Go)	12%
Training guides (e.g., step-by-step graphical overlays helping you to learn a new skill for personal or professional development)	12%
Home decoration (e.g., projection of décor, to help you plan out room design)	12%
Retail geolocation (e.g., GPS device that efficiently guides you to the items on your shopping list within a store)	10%

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>729</i>
Top 2 Box (Net)	76%
Very concerned (4)	24%
Somewhat concerned (3)	52%
Bottom 2 Box (Net)	24%
Not very concerned (2)	20%
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	Total
<i>Augmented reality enhancements in your workplace would likely help to increase ...</i>	
BASE - EMPLOYED RESPONDENTS	640
Remote participation in workplace learning and development (e.g. continuing education or certification)	19%
Engagement during office training sessions	16%
Communication between office leaders and staff	16%
Visibility among new customers	11%

PROBABLY	Total
<i>Augmented reality enhancements in your workplace would likely help to increase ...</i>	
BASE - EMPLOYED RESPONDENTS	640
Remote participation in workplace learning and development (e.g. continuing education or certification)	42%
Engagement during office training sessions	40%
Communication between office leaders and staff	39%
Visibility among new customers	34%

PROBABLY NOT	Total
<i>Augmented reality enhancements in your workplace would likely help to increase ...</i>	
BASE - EMPLOYED RESPONDENTS	640
Visibility among new customers	30%
Engagement during office training sessions	26%

Communication between office leaders and staff	26%
Remote participation in workplace learning and development (e.g. continuing education or certification)	23%

DEFINITELY NOT	Total
<i>Augmented reality enhancements in your workplace would likely help to increase ...</i>	
BASE - EMPLOYED RESPONDENTS	640
Visibility among new customers	12%
Engagement during office training sessions	9%
Communication between office leaders and staff	9%
Remote participation in workplace learning and development (e.g. continuing education or certification)	7%

DON'T KNOW	Total
<i>Augmented reality enhancements in your workplace would likely help to increase ...</i>	
BASE - EMPLOYED RESPONDENTS	640
Visibility among new customers	13%
Engagement during office training sessions	10%
Remote participation in workplace learning and development (e.g. continuing education or certification)	10%
Communication between office leaders and staff	10%

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>	640
Workplace trainings (e.g., step-by-step graphical overlays teaching workplace skills or providing safety guidance based on environmental stimuli)	63%
Workplace safety guide (e.g., graphical overlays providing safety guidance/alerts based on environmental stimuli)	60%
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)	56%
Inventory geolocation (e.g., GPS device that efficiently guides you to items in a workplace storage center/warehouse)	55%
Holographic conference calls	47%

DISAGREE (BOTTOM-2-BOX – COMPLETELY OR SOMEWHAT)	Total
<i>BASE - EMPLOYED RESPONDENTS</i>	640
Holographic conference calls	37%
Inventory geolocation (e.g., GPS device that efficiently guides you to items in a workplace storage center/warehouse)	30%
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)	28%
Workplace safety guide (e.g., graphical overlays providing safety guidance/alerts based on environmental stimuli)	26%
Workplace trainings (e.g., step-by-step graphical overlays teaching workplace skills or providing safety guidance)	25%

based on environmental stimuli)	
---------------------------------	--

DON'T KNOW/NOT APPLICABLE	Total
<i>BASE - EMPLOYED RESPONDENTS</i>	640
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%
Holographic conference calls	16%
Inventory geolocation (e.g., GPS device that efficiently guides you to items in a workplace storage center/warehouse)	16%
Workplace safety guide (e.g., graphical overlays providing safety guidance/alerts based on environmental stimuli)	14%
Workplace trainings (e.g., step-by-step graphical overlays teaching workplace skills or providing safety guidance based on environmental stimuli)	12%

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>	640
Top 2 Box (Net)	54%
Very vulnerable (4)	12%
Somewhat vulnerable (3)	43%
Bottom 2 Box (Net)	46%
Not very vulnerable (2)	34%
Not at all vulnerable (1)	12%

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.