



**2016 IT Risk/Reward Barometer
US Results**

November 2016

www.isaca.org/risk-reward-barometer

Number of respondents (n) = 2,439

Respondents are United States business and IT professionals who are members of ISACA.

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1. Which of the following augmented reality applications, if any, has your current workplace used for business purposes in the past year (to the best of your knowledge)? Select all that apply.

Wearable devices (e.g., Google Glass)	3%
Holographic meetings	0%
Remote business applications (e.g., remote diagnostics, remote healthcare, etc.)	17%
Transportation applications (e.g., vehicle HUD, etc.)	3%
Digital navigation tablets (e.g., for warehouse searching efficiency)	4%
Smartphone apps that overlay the camera view with additional information or graphics on top of the real scene	6%
My organization has not used augmented reality applications for business purposes in the past year, and does not plan to use them in the next year	37%
My organization has not used augmented reality applications for business purposes in the past year, but plans to do so within the next year	6%
None of these	20%
Unsure	18%
Other (please specify)	1%

2. What is the biggest barrier, if any, to adopting augmented reality at your organization?

Insufficient budget	13%
Insufficient staff resources	3%
Lack of skills/knowledge from existing staff	11%
Insufficient ROI	18%
Security concerns	18%
There are no barriers	6%
Unsure	28%
Other (please specify)	3%

3. To what extent do you agree or disagree that augmented reality could lead to the following workplace benefits?

	Completely agree	Somewhat agree	Somewhat disagree	Completely disagree	Don't know
New business models/ offerings	21%	47%	9%	3%	20%
Better collaboration	19%	53%	8%	3%	18%
Better marketing	17%	44%	11%	4%	24%
Increased efficiency	14%	55%	9%	3%	19%
Resource optimization	11%	46%	16%	4%	24%
Improved safety	9%	32%	22%	8%	29%
Financial savings	7%	36%	23%	6%	27%

4. Virtual graffiti programs enable individuals to post negative or inappropriate comments about places via augmented reality apps. Does your organization have a program in place to monitor negative comments on augmented reality programs (e.g., virtual graffiti)?

Yes	7%
No	54%
Unsure	39%

5. Does your organization have a way to detect any publicly posted social media posts, picture or videos that are geotagged to your business or tagged to your signage or advertisements and could show up in augmented reality applications that aggregate such information?

Yes	32%
No	28%
Unsure	40%

6. Does your organization have a policy that addresses staff use of augmented reality apps in the workplace?

Yes, we allow them with no restrictions	1%
Yes, and we allow them with limitations	8%
Yes, and we prohibit them	8%
No	58%
Unsure	26%

7. Do the benefits of augmented reality outweigh the risks?

Yes	15%
No	18%
Unsure	67%

8. Which industries do you think will benefit the most from augmented reality? Select all that apply.

Top four responses are bolded.

Financial/Banking	15%
Insurance	10%
Entertainment	59%
Travel	49%
Transportation	29%
Aerospace	32%
Retail	40%
Government/Military	32%
Technology	46%
Manufacturing	23%
Engineering	29%
Telecommunications	22%
Mining/Construction/Petroleum/Agriculture	18%
Utilities	13%
Legal	5%

Real Estate	41%
Healthcare/medical	44%
Marketing/media	49%
Education	49%
Other (please specify)	2%
Unsure	8%

9. How concerned should organizations be about the privacy risks of augmented reality?

Very concerned	52%
Somewhat concerned	35%
Not too concerned	4%
Not at all concerned	1%
Unsure	8%

10. How concerned should consumers be about the privacy risks of augmented reality?

Very concerned	56%
Somewhat concerned	33%
Not too concerned	4%
Not at all concerned	0%
Unsure	7%

11. Have you used augmented reality applications for personal use within the past year?

Yes	14%
No	86%

12. Have you used augmented reality applications for business use within the past year?

Yes	3%
No	97%

13. Do you think your IT department is aware of all of your organization's connected devices (e.g., connected thermostats, TVs, fire alarms, cars, etc.)?

Yes	41%
No	40%
Unsure	20%

14. Does your organization have a policy regarding the use of cloud-based applications without involving IT?

Yes, we allow it	15%
Yes, we prohibit it	53%
No, we do not have a policy regarding putting workloads into the cloud	16%
Unsure	16%

15. Does your organization have a policy regarding staff deploying apps to get their job done?

Yes, we allow it	15%
Yes, we prohibit it	52%
No, we do not have a policy about staff using apps	17%
Unsure	17%

16. What do you think is the likelihood of an organization being breached through an IoT device?

Low	9%
Medium	33%
High	45%
Unsure	14%

17. Which of the following, if any, do you see as significant security concerns for organizations, related to the IoT? Select all that apply.

Vulnerabilities in the device themselves	84%
Data leakage	81%
Access control	78%
Asset management	46%
IoT does not pose any significant security concerns	3%
Other (please specify)	3%

18. To what extent, if any, do you agree or disagree with the following statements about IoT device manufacturers?

	Completely agree	Somewhat agree	Somewhat disagree	Completely disagree
Device manufacturers are implementing sufficient security measures in IoT devices.	3%	23%	44%	30%
Manufacturers make consumers sufficiently aware of the information that IoT devices can collect.	5%	19%	38%	39%

19. Is your organization maximizing the potential of the data it collects through IoT devices/applications?

Yes	6%
No	46%
Unsure	48%

Demographics

20. In what industry do you work?

Financial/Banking	24%
Insurance	8%
Public accounting	3%
Transportation	1%
Aerospace	1%
Retail/Wholesale/Distribution	3%
Government/Military	10%
Technology Services/Consulting	16%
Manufacturing/Engineering	5%
Telecommunications/Communications	2%
Mining/Construction/Petroleum/Agriculture	2%
Utilities	3%

Legal/Law/Real Estate	1%
Healthcare/Medical	8%
Pharmaceutical	1%
Advertising/Marketing/Media	1%
Education/Student	3%
Other	7%

21. How many people are employed in your enterprise, including all branches, divisions and subsidiaries?

Fewer than 50	7%
50-149	5%
150-499	7%
500-1,499	9%
1,500-4,999	17%
5,000-9,999	12%
10,000-14,9	7%
15,000 or more	37%

22. Which of the following is closest to your job title?

Student	0%
External consultant	8%
Professor/teacher	1%
Practitioner	17%
Supervisor	7%
Manager	28%
Director	13%
Vice president	7%
CIO/CISO/CAE	5%
President/CEO	1%
Other	13%

23. Please select your gender.

Female	30%
Male	65%
Prefer not to answer	5%

24. Please select your age group.

Less than 20 years old	0%
20 to 25 years old	2%
26 to 30 years old	5%
31 to 35 years old	11%
36 to 40 years old	14%
41 to 45 years old	14%
46 to 50 years old	14%
51 to 55 years old	15%
56 to 60 years old	12%
61 to 65 years old	6%
66 to 70 years old	2%
71 years old or older	0%
Prefer not to answer	5%

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, including 2,439 from the US, 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.

Note: Due to rounding to the nearest whole number, responses may not add up to 100%.