



**2011 ISACA Shopping on the Job Survey:  
Online Holiday Shopping and BYOD Security—  
North America**

**October 2011**

[www.isaca.org](http://www.isaca.org)

\*n=2,120 unless otherwise indicated

Respondents are North American business and IT professionals and are members of ISACA.

**Media Inquiries:**

Kristen Kessinger, ISACA, +1.847.660.5512, [news@isaca.org](mailto:news@isaca.org)

Marv Gellman, Ketchum, +1.646.935.3907, [marv.gellman@ketchum.com](mailto:marv.gellman@ketchum.com)

1. During the holiday season (November and December), how much total time do you think an average employee at your enterprise spends shopping online using:  
(n=2,115)

	A work-supplied computer or smartphone, at work or elsewhere?	A personal computer or smartphone during work hours?
0 hours	4%	8%
<b>1-2 hours</b>	<b>25%</b>	<b>32%</b>
3-5 hours	22%	20%
6-8 hours	14%	13%
9-12 hours	12%	9%
13-16 hours	5%	4%
17-20 hours	8%	6%
21-29 hours	4%	3%
30-39 hours	2%	1%
40-49 hours	1%	2%
50 hours or more	2%	2%

2. Compared to last year, do you think employees at your enterprise will do more, less or about the same amount of holiday shopping online during work hours? (n=2,106)

- a. More 32%
- b. Less 12%
- c. **About the same 56%**

3. How much money (in US dollars) in terms of productivity do you think your enterprise loses in November and December as a result of an employee shopping online during work hours? (n=2,099)

- a. \$0 9%
- b. \$1-\$999 16%
- c. \$1,000-\$4,999 16%
- d. \$5,000-\$9,999 13%
- e. \$10,000-\$14,999 8%
- f. **\$15,000 or more 33%**
- g. Other 5%

4. Please indicate whether each of these activities is of high risk, medium risk or low risk to an enterprise:

	Low Risk	Medium Risk	High Risk
An employee uses his/her work e-mail address as a contact address for an online purchase.	34%	<b>46%</b>	20%
An employee clicks on an e-mail link to access an online shopping site from a work-supplied computer or smartphone.	9%	39%	<b>52%</b>
An employee accesses social networking sites for personal use from a work-supplied computer or smartphone.	14%	39%	<b>48%</b>
An employee uses mobile shopping applications on a work-supplied device.	16%	<b>47%</b>	37%
An employee uses a personal computer or smartphone for business e-mail/information.	17%	41%	<b>42%</b>

An employee downloads personal files, music, etc., onto work-supplied computer or smartphone.	9%	31%	<b>59%</b>
An employee loses/misplaces a work-supplied computer or smartphone.	5%	18%	<b>77%</b>

5. Which of the following statements is most accurate about your enterprise?

(n=2,115)

- a. **My enterprise allows employees' use of IT assets and time for personal purposes to promote work-life balance.** **44%**
- b. My enterprise restricts employees' use of IT assets and time for personal purposes due to productivity concerns. 12%
- c. My enterprise restricts employees' use of IT assets and time for personal purposes due to security concerns. 37%
- d. Other 7%

6. My enterprise does the following when it comes to: (n=1,958)

	Allows	Limits	Prohibits	Unsure
The use of work-supplied mobile devices for personal use	37%	<b>43%</b>	15%	5%
The use of personal mobile devices for work purposes	<b>38%</b>	29%	29%	4%
Online shopping using a work-supplied device	34%	<b>38%</b>	21%	7%
Accessing social networking or daily deal sites from a work-supplied device	30%	30%	<b>36%</b>	4%
Use of work e-mail addresses for personal online shopping or non-work-related activities	<b>37%</b>	23%	30%	11%

7. Approximately what percentage of your enterprise's information security incidents do you think are the result of employees' use of: (n=1,911)

	Work devices (e.g., PC, laptop, netbook, smartphone, tablet) for personal activities	Personal devices (e.g., PC, laptop, netbook, smartphone, tablet) for work activities
0	6%	16%
1-9	<b>27%</b>	<b>38%</b>
10-19	15%	19%
20-29	11%	9%
30-39	6%	5%
40-49	4%	3%
50-59	7%	4%
60-69	3%	1%
70-79	6%	1%
80-89	7%	1%
90-99	5%	1%
100	3%	1%

8. What security measures, if any, has your enterprise put in place to limit or prevent employees from shopping online using a work computer or smartphone? (Please check all that apply.) (n=1,880)

- a. Has a policy in place that addresses online shopping 55%
- b. Communicates the policy 54%
- c. Provides security awareness training 68%
- d. Educates employees on the risk of online shopping 38%
- e. **Has technology in place to protect against web-based attacks** **75%**
- f. Blocks retail web sites 24%
- g. Monitors employees' Internet usage 58%
- h. Provides a "guest" or segregated network and computing resources for employees to use for shopping and personal online activities 13%

9. Which of the following do you believe is the most accurate statement about employees using personal mobile devices for work activities? (n=1,946)
- a. The benefits outweigh the risk. 19%
  - b. **The risk outweighs the benefits.** 48%
  - c. The risk and benefits are appropriately balanced. 33%
10. Does your enterprise provide guidance on security issues regarding the use of geolocation services on smartphones and other devices? (n=1,952)
- a. Yes 26%
  - b. **No** 53%
  - c. Unsure 21%
11. In what industry do you work? (n=1,926)
- a. **Finance/banking/insurance** 26%
  - b. Public accounting 5%
  - c. Transportation/aerospace 2%
  - d. Retail/wholesale/distribution 4%
  - e. Government/military 16%
  - f. Technology services/consulting 14%
  - g. Manufacturing/engineering 6%
  - h. Telecommunications/communications 3%
  - i. Mining/construction/petroleum/agriculture 2%
  - j. Utilities 4%
  - k. Legal/law/real estate 0%
  - l. Health care/medical/pharmaceutical 7%
  - m. Advertising/marketing/media 1%
  - n. Education/nonprofit 6%
  - o. Other 5%
12. How many people are employed in your enterprise, including all branches, divisions and subsidiaries? (n=1,927)
- a. 1-49 5%
  - b. 50-99 3%
  - c. 100-249 5%
  - d. 250-499 5%
  - e. 500-999 7%
  - f. **1,000-4,999** 20%
  - g. 5,000-9,999 13%
  - h. 10,000-24,999 13%
  - i. 25,000-49,999 8%
  - j. 50,000-99,000 7%
  - k. 100,000 or more 15%

13. Which of the following is closest to your job title? (n=1,924)	
a. External consultant	8%
b. Professor/teacher	1%
c. <b>Professional</b>	<b>41%</b>
d. Supervisor	5%
e. Manager	25%
f. Director	13%
g. Vice president	6%
h. President/CEO	2%

14. In which country do you work? (n=1,922)	
a. Canada	13%
b. <b>United States</b>	<b>88%</b>

Note: Percentages may not add up to 100 due to rounding.

**About the 2011 ISACA Shopping on the Job Survey: Online Holiday Shopping and BYOD Security**

The ISACA Shopping on the Job Survey: Online Holiday Shopping and BYOD Security, now in its fourth year, helps gauge current attitudes and organizational behaviors related to the risk and rewards associated with online shopping, and the blurring boundaries between personal and work devices. The study is based on October 2011 online polling of 4,740 ISACA members from 84 countries. A separate online survey was fielded among 1,224 US consumers by M/A/R/C Research between 27 September and 30 September 2011. At a 95 percent confidence level, the margin of error for the total sample is +/- 2.8 percent. To see the full results, visit [www.isaca.org/online-shopping-risk](http://www.isaca.org/online-shopping-risk).