



**2014 ISACA IT Risk/Reward Barometer —  
US Consumer Results**

**October 2014**

[www.isaca.org/risk-reward-barometer](http://www.isaca.org/risk-reward-barometer)

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**1. Which of the following best describes your employment status?**

|   | <b>Total</b> |
|---|--------------|
| <b><i>BASE - TOTAL RESPONDENTS</i></b>    | <i>1209</i>  |
| Full-time employee                        | 46%          |
| Retired                                   | 21%          |
| Part-time employee                        | 10%          |
| Student                                   | 7%           |
| Self-employed (either full- or part-time) | 6%           |
| Not employed                              | 6%           |
| Homemaker                                 | 3%           |
| Prefer not to answer                      | 1%           |

**2. Do you own or regularly use any of the following “connected devices”? “Regularly” is defined here as using the device one or more times weekly. (Please select ONE for each.)**

| <b>OWN</b>  |              |
|---|--------------|
|   | <b>Total</b> |
| <b><i>BASE - TOTAL RESPONDENTS</i></b>  | <i>1209</i>  |
| Smart TV (e.g., Apple TV, Samsung Smart TV)   | 29%          |
| Connected car (e.g., car with Internet connection, GPS system or electronic toll collection device) | 23%          |
| Employee access card with sensor  | 18%          |
| Wireless fitness tracker (e.g., Fitbit, FuelBand)   | 11%          |
| Smart meter (e.g., an Internet-connected thermostat or utility meter)                               | 9%           |
| Smart refrigerator  | 5%           |
| Smart watch   | 3%           |
| Smart glasses (e.g., headpiece that delivers digital information hands-free, such as Google Glass)  | 2%           |
| Other (please specify)  | 11%          |

| <b>DO NOT OWN, BUT REGULARLY USE<br/>(1+ TIMES WEEKLY)</b>                       |              |
|--|--------------|
|  | <b>Total</b> |
| <b><i>BASE - TOTAL RESPONDENTS</i></b>   | <i>1209</i>  |
| Employee access card with sensor   | 7%           |
| Connected car (e.g., car with Internet connection, GPS system or electronic toll | 4%           |

|  |    |
|--|----|
| collection device)   |    |
| Smart meter (e.g., an Internet-connected thermostat or utility meter)                              | 3% |
| Smart TV (e.g., Apple TV, Samsung Smart TV)  | 3% |
| Wireless fitness tracker (e.g., Fitbit, FuelBand)  | 2% |
| Smart refrigerator   | 2% |
| Smart watch  | 1% |
| Smart glasses (e.g., headpiece that delivers digital information hands-free, such as Google Glass) | 1% |
| Other (please specify)   | 3% |

| <b>DO NOT OWN, NOR REGULARLY USE</b>  |              |
|---|--------------|
|   | <b>Total</b> |
| <b>BASE - TOTAL RESPONDENTS</b>   | <b>1209</b>  |
| Smart glasses (e.g., headpiece that delivers digital information hands-free, such as Google Glass)  | 96%          |
| Smart watch   | 95%          |
| Smart refrigerator  | 93%          |
| Smart meter (e.g., an Internet-connected thermostat or utility meter)                               | 88%          |
| Wireless fitness tracker (e.g., Fitbit, FuelBand)   | 87%          |
| Employee access card with sensor  | 75%          |
| Connected car (e.g., car with Internet connection, GPS system or electronic toll collection device) | 73%          |
| Smart TV (e.g., Apple TV, Samsung Smart TV)   | 68%          |
| Other   | 87%          |

3. Which of the following “connected devices,” if any, would you like to get in the next year? (Please select all that apply.)

|   | <b>Total</b> |
|---|--------------|
| <b>BASE - TOTAL RESPONDENTS</b>   | <b>1209</b>  |
| You do not want to get any "connected devices" in the next year                                     | 42%          |
| Smart TV (e.g., Apple TV, Samsung Smart TV)   | 27%          |
| Wireless fitness tracker (e.g., Fitbit, FuelBand)   | 18%          |
| Smart watch   | 14%          |
| Connected car (e.g., car with Internet connection, GPS system or electronic toll collection device) | 14%          |
| Smart refrigerator  | 10%          |
| Smart glasses (e.g., headpiece that delivers digital information hands-free, such as Google Glass)  | 7%           |
| Smart meter (e.g., an Internet-connected thermostat or utility meter)                               | 7%           |
| Employee access card with sensor  | 3%           |
| Other   | 1%           |

4. If a “connected device” had the following capabilities, which, if any, would be a positive addition to your life? (Please select all that apply.)

|  | <b>Total</b> |
|--|--------------|
| <b>BASE - TOTAL RESPONDENTS</b>  | <b>1209</b>  |
| Your car insurance rates are reduced after your connected car communicates that you have been driving safely on a consistent basis     | 48%          |
| Messages sent to your device about a retail location, when you are near the location   | 20%          |
| A message from your refrigerator congratulating you for making healthy choices, based on information received from your bathroom scale | 14%          |
| An encouraging message from your employer after your fitness tracker shows that you achieved your weight loss goal                     | 12%          |
| Ads in your email sidebar showing information you recently searched for online   | 7%           |
| You would not find any of these positive   | 38%          |

5. Which of the following statements, if any, best describes your overall approach toward managing the privacy of data collected on “connected device(s)” you use (for example, having control over who sees or uses your personal data)? (Please select ONE.)

| <b>OWN</b>  |              |
|---|--------------|
|   | <b>Total</b> |
| <b>BASE – OWN CONNECTED DEVICE IN Q2</b>  | <b>664</b>   |
| Take Charge (You proactively manage privacy settings)                           | 61%          |
| Reactive (You manage privacy settings when you become aware of a privacy issue) | 26%          |
| Passive (You don’t actively manage privacy settings)                            | 11%          |
| Other   | 1%           |

| <b>DO NOT OWN, BUT REGULARLY USE (1+ TIMES WEEKLY)</b>                          |              |
|---|--------------|
|   | <b>Total</b> |
| <b>BASE – DO NOT OWN BUT REGULARLY USE CONNECTED DEVICE IN Q2</b>               | <b>209</b>   |
| Take Charge (You proactively manage privacy settings)                           | 57%          |
| Reactive (You manage privacy settings when you become aware of a privacy issue) | 29%          |
| Passive (You don’t actively manage privacy settings)                            | 13%          |
| Other   | 1%           |

| <b>OWN/DO NOT OWN, BUT REGULARLY USE (1+ TIMES WEEKLY)</b> |              |
|--|--------------|
|  | <b>Total</b> |
| <b>BASE - OWN OR REGULARLY USE CONNECTED DEVICE IN Q2</b>  | <b>740</b>   |
| Take Charge (You proactively manage privacy settings)      | 60%          |
| Reactive (You manage privacy settings when                 | 27%          |

|  |     |
|--|-----|
| you become aware of a privacy issue)                 |     |
| Passive (You don't actively manage privacy settings) | 11% |
| Other  | 1%  |

6. Do you think the data collected on each of the following “connected devices” are **private** or not (for example, you have control over who sees and uses your information)? (Please select “yes, private” or “no, not private” for each.)

| <b>YES, PRIVATE</b>   |              |
|---|--------------|
|   | <b>Total</b> |
| <b>BASE - TOTAL RESPONDENTS</b>   | 1209         |
| Wireless fitness tracker (e.g., Fitbit, FuelBand)   | 35%          |
| Smart refrigerator  | 35%          |
| Smart watch   | 31%          |
| Smart TV (e.g., Apple TV, Samsung Smart TV)   | 30%          |
| Smart glasses (e.g., headpiece that delivers digital information hands-free, such as Google Glass)  | 26%          |
| Connected car (e.g., car with Internet connection, GPS system or electronic toll collection device) | 24%          |
| Smart meter (e.g., an Internet-connected thermostat or utility meter)                               | 24%          |
| Employee access card with sensor  | 22%          |

| <b>NO, NOT PRIVATE</b>  |              |
|---|--------------|
|   | <b>Total</b> |
| <b>BASE - TOTAL RESPONDENTS</b>   | 1209         |
| Employee access card with sensor  | 52%          |
| Connected car (e.g., car with Internet connection, GPS system or electronic toll collection device) | 48%          |
| Smart meter (e.g., an Internet-connected thermostat or utility meter)                               | 45%          |
| Smart TV (e.g., Apple TV, Samsung Smart TV)   | 40%          |
| Smart glasses (e.g., headpiece that delivers digital information hands-free, such as Google Glass)  | 40%          |
| Smart watch   | 35%          |
| Wireless fitness tracker (e.g., Fitbit, FuelBand)   | 34%          |
| Smart refrigerator  | 32%          |

| <b>DON'T KNOW</b>  |              |
|--|--------------|
|  | <b>Total</b> |
| <b>BASE - TOTAL RESPONDENTS</b>  | 1209         |
| Smart glasses (e.g., headpiece that delivers digital information hands-free, such as Google Glass) | 35%          |
| Smart watch  | 34%          |
| Smart refrigerator   | 33%          |
| Smart meter (e.g., an Internet-connected thermostat or utility meter)                              | 31%          |
| Wireless fitness tracker (e.g., Fitbit, FuelBand)  | 31%          |

|   |     |
|---|-----|
| Smart TV (e.g., Apple TV, Samsung Smart TV)   | 30% |
| Connected car (e.g., car with Internet connection, GPS system or electronic toll collection device) | 27% |
| Employee access card with sensor  | 26% |

7. Do you think the data collected on each of the following “connected devices” are secure or not (for example, your data would be safe from being stolen or misused by a cybercriminal)? (Please select “yes, secure” or “no, not secure” for each.)

| <b>YES, SECURE</b>  |              |
|---|--------------|
|   | <b>Total</b> |
| <b><i>BASE - TOTAL RESPONDENTS</i></b>  | <i>1209</i>  |
| Employee access card with sensor  | 24%          |
| Smart refrigerator  | 21%          |
| Wireless fitness tracker (e.g., Fitbit, FuelBand)   | 20%          |
| Smart TV (e.g., Apple TV, Samsung Smart TV)   | 19%          |
| Smart watch   | 17%          |
| Smart meter (e.g., an Internet-connected thermostat or utility meter)                               | 17%          |
| Connected car (e.g., car with Internet connection, GPS system or electronic toll collection device) | 16%          |
| Smart glasses (e.g., headpiece that delivers digital information hands-free, such as Google Glass)  | 14%          |

| <b>NO, NOT SECURE</b>   |              |
|---|--------------|
|   | <b>Total</b> |
| <b><i>BASE - TOTAL RESPONDENTS</i></b>  | <i>1209</i>  |
| Connected car (e.g., car with Internet connection, GPS system or electronic toll collection device) | 48%          |
| Smart glasses (e.g., headpiece that delivers digital information hands-free, such as Google Glass)  | 47%          |
| Smart meter (e.g., an Internet-connected thermostat or utility meter)                               | 45%          |
| Smart TV (e.g., Apple TV, Samsung Smart TV)   | 44%          |
| Smart watch   | 44%          |
| Employee access card with sensor  | 42%          |
| Wireless fitness tracker (e.g., Fitbit, FuelBand)   | 42%          |
| Smart refrigerator  | 40%          |

| <b>DON'T KNOW</b>  |              |
|--|--------------|
|  | <b>Total</b> |
| <b><i>BASE - TOTAL RESPONDENTS</i></b>   | <i>1209</i>  |
| Smart glasses (e.g., headpiece that delivers digital information hands-free, such as Google Glass) | 40%          |
| Smart watch  | 39%          |
| Smart refrigerator   | 39%          |
| Wireless fitness tracker (e.g., Fitbit, FuelBand)  | 38%          |

|   |     |
|---|-----|
| Smart meter (e.g., an Internet-connected thermostat or utility meter)                               | 38% |
| Smart TV (e.g., Apple TV, Samsung Smart TV)   | 37% |
| Connected car (e.g., car with Internet connection, GPS system or electronic toll collection device) | 36% |
| Employee access card with sensor  | 33% |

8. For which of the following “connected devices,” if any, do you think the benefit(s) outweigh the potential privacy risk(s)? (Please select all that apply.)

|   | Total |
|---|-------|
| <b>BASE - TOTAL RESPONDENTS</b>   | 1209  |
| Mention Any (NET)   | 63%   |
| Smart TV (e.g., Apple TV, Samsung Smart TV)   | 30%   |
| Connected car (e.g., car with Internet connection, GPS system or electronic toll collection device) | 28%   |
| Wireless fitness tracker (e.g., Fitbit, FuelBand)   | 24%   |
| Employee access card with sensor  | 21%   |
| Smart refrigerator  | 19%   |
| Smart meter (e.g., an Internet-connected thermostat or utility meter)                               | 17%   |
| Smart watch   | 15%   |
| Smart glasses (e.g., headpiece that delivers digital information hands-free, such as Google Glass)  | 12%   |
| None of the above   | 37%   |
| Other   | 0%    |

9. Which, if any, of the following have increased your concern about the privacy of your personal data over the past year (for example, having control over who sees and uses your information)? (Please select all that apply.)

|  | Total |
|--|-------|
| <b>BASE - TOTAL RESPONDENTS</b>  | 1209  |
| Mention Any (NET)  | 88%   |
| Data breaches at retailers   | 75%   |
| Social media platforms (e.g., Twitter, Facebook)                           | 60%   |
| Increased availability of connected devices                                | 45%   |
| Other  | 3%    |
| Nothing has increased your concern about the privacy of your personal data | 12%   |

10. Which of the following, if any, concerns you most about the information delivered to connected/“Internet of Things” devices (i.e., devices that connect with each other or to the Internet)? (Please select ONE.)

|   | Total |
|---|-------|
| <b>BASE - TOTAL RESPONDENTS</b>   | 1209  |
| Someone will hack into the device and do something malicious.                               | 38%   |
| You don’t know how the information that is collected by these device(s) will be used.       | 22%   |
| Companies/organizations will be able to track your life (e.g., actions, whereabouts, etc.). | 12%   |

|   |     |
|---|-----|
| Companies/organizations will sell your personal information to other companies/organizations. | 11% |
| Companies/organizations will use your personal information to market to you.                  | 7%  |
| Other   | 2%  |
| You have no concerns  | 8%  |

11. Which of the following *wearable* “connected devices,” if any, would you consider using in your current workplace? (Please select all that apply.)

|  | <b>Total</b> |
|--|--------------|
| <b><i>BASE - IF EMPLOYED IN QSI</i></b>  | <b>758</b>   |
| Mention Any (NET)  | 68%          |
| Employee access card with sensor   | 41%          |
| Wireless fitness tracker (e.g., Fitbit, FuelBand)  | 29%          |
| Smart watch  | 26%          |
| Smart glasses (e.g., headpiece that delivers digital information hands-free, such as Google Glass) | 10%          |
| Other  | 0%           |
| You would not consider using any wearable "connected devices" in your current workplace            | 32%          |

12. How would your behavior change, if at all, if a stranger near you was using a wearable device with a built-in-camera? (Please select ONE.)

|  | <b>Total</b> |
|--|--------------|
| <b><i>BASE - TOTAL RESPONDENTS</i></b>   | <b>1209</b>  |
| You would be more reserved               | 58%          |
| You would not change your usual behavior | 38%          |
| You would be less reserved               | 4%           |

13. Where do you plan to do the majority of your holiday shopping, if at all, this year? (Please select ONE.)

|  | <b>Total</b> |
|--|--------------|
| <b><i>BASE - TOTAL RESPONDENTS</i></b>                           | <b>1209</b>  |
| Brick and mortar stores (e.g., have physical shopping locations) | 44%          |
| Online, from a personal device                                   | 35%          |
| Online, from a work-supplied device                              | 5%           |
| Other  | 3%           |
| You do not plan to do any holiday shopping this year             | 13%          |

14. How much, if anything, have you read or heard about data breaches at major retailers over the past year? (Please select ONE.)

|  | <b>Total</b> |
|--|--------------|
| <b><i>BASE - TOTAL RESPONDENTS</i></b> | <b>1209</b>  |
| A lot                                  | 44%          |
| Some                                   | 41%          |
| Only a little                          | 10%          |
| Nothing at all                         | 6%           |

15. Which of the following, if any, have you done as a result of data breaches at various major retailers over the past year? (Please select all that apply.)

|   | <b>Total</b> |
|---|--------------|
| <b>BASE - IF HAVE HEARD A LOT/SOME/ONLY A LITTLE ABOUT DATA BREACHES IN Q14</b>                     | <b>1142</b>  |
| You changed one or more of your online passwords and/or pin codes                                   | 45%          |
| You shopped less frequently at one or more of the retailers that experienced a breach               | 28%          |
| You started using cash more often when shopping, instead of credit cards                            | 23%          |
| You made fewer online purchases using mobile devices (e.g., smartphone, tablet, laptop)             | 15%          |
| You made fewer online purchases using something other than a mobile device (e.g., desktop computer) | 13%          |
| You haven't changed your shopping behavior as a result of these data breaches                       | 30%          |
| Other   | 3%           |

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

**About ISACA's 2014 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 115,000 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 September 2014 online polling of 1,646 ISACA members from 110 countries. Additional online surveys were fielded by M/A/R/C Research among 1,209 consumers in the US, 1,001 consumers in the UK, 1,007 consumers in India and 1,007 consumers in Australia. The US survey ran 8-11 September 2014, and the UK, India and Australia surveys ran 8-17 September 2014. At a 95 percent confidence level, the margin of error for each individual country sample is: US: +/- 2.8 percent and UK/India/Australia: +/- 3.1%. To see the full results, visit [www.isaca.org/risk-reward-barometer](http://www.isaca.org/risk-reward-barometer).