



Data Leakage Worldwide:  
The Effectiveness of Corporate  
Security Policies

PRESENTED TO

**CISCO SYSTEMS**



AUGUST 2008



## Research Objectives

Cisco contracted Insight Express to execute an international survey with a focus on the following objectives:

- Explore employee use of company devices, including communication services and devices used, personal activities conducted and the extent to which technology and information is shared.
- Assess IT's perception of employee use of non-IT approved programs and applications, concern for security issues and actions taken to prevent or uncover potential security breaches.
- Understand whether workers are concerned with security as well as how much they perceive themselves exposing their company-issued technology devices to risk.

## Timing and Sample Qualifications

- This report discusses the findings for 1009 End Users and 1011 IT Decision Makers who completed the online survey between July 16 – August 4, 2008.
- The survey was translated into local languages and fielded in the following 10 countries:

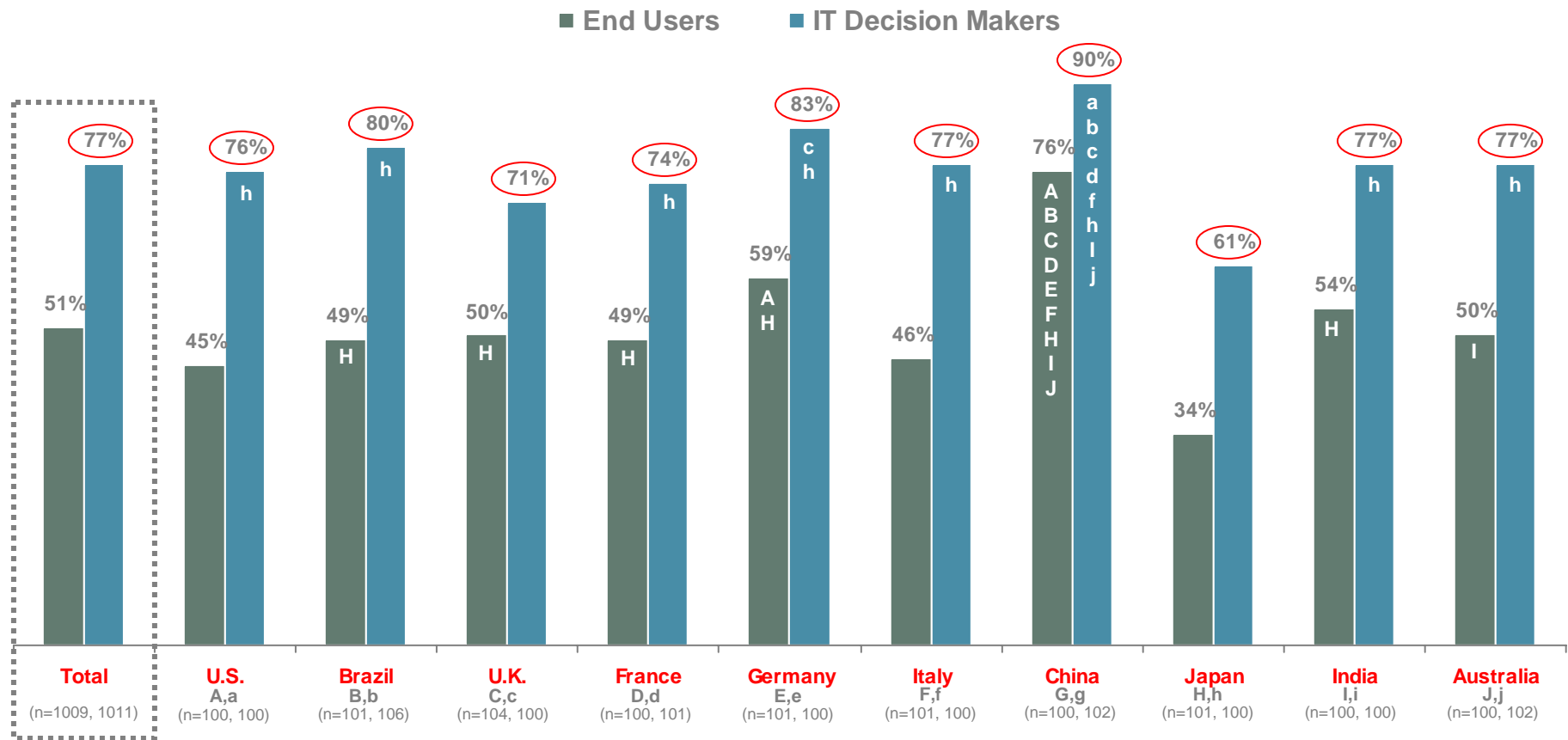
REGION	THE AMERICAS		EUROPE				ASIA-PACIFIC			
Country Abbreviation	US US	Brazil BRA	UK UK	France FRA	Germany DEU	Italy ITA	China CHN	Japan JPN	India IND	Australia AUS
<b>End Users</b> n=	100	101	104	100	101	101	100	101	100	101
<b>IT Decision Makers</b> n=	100	106	100	101	100	100	102	100	100	102

- Respondents were screened to meet the following criteria:
  - a. Adults (22+)
  - b. Employed
  - c. Does not work for a company in the Market Research or nonprofit Industry
  - d. Aware of approximately how many people their company employs at all locations worldwide
  - e. End Users: Is a non-IT professional
  - f. IT Decision Makers: Have some influence in purchasing and policy decisions



# Does Your Company Have A Corporate IT Policy?

- There is a significant disconnect between End Users and IT Decision Makers with regard to corporate IT policy. Only half of End Users say their company has a policy outlining acceptable uses of company resources such as personal computers, smart phones or PDAs. In contrast, almost eight in ten IT Decision Makers indicate that such a policy exists at their company.
- Awareness and existence of a corporate IT policy is highest among End Users and IT Decision Makers in China.



Note:  
Letters A-J & a-j indicate significant differences between countries and   indicates significant differences between End Users and IT Pros at 95% confidence level.

**Does your company have an IT policy outlining acceptable uses of company resources such as personal computers, cellular telephones, smart phones, or PDAs?**

# Attitudes Toward Corporate IT Policy

- Among respondents who are aware of their company's IT policy, a significantly larger proportion of IT Decision Makers (compared to End Users) feel their company's policy could use some slight improvement or updating.
- Compared to End Users in other countries, a significantly larger proportion in China and France feel their company's IT policy could use some slight improvement or updating.

	END USERS											IT DECISION MAKERS										
	Total (n=516)	US (n=45*) A	BRA (n=49*) B	UK (n=52) C	FRA (n=49*) D	DEU (n=60) E	ITA (n=46*) F	CHN (n=76) G	JPN (n=34*) H	IND (n=54) I	AUS (n=51) J	Total (n=776)	us (n=76) a	bra (n=85) b	uk (n=71) c	fra (n=75) d	deu (n=83) e	ita (n=77) f	chn (n=92) g	jpn (n=61) h	ind (n=77) i	aus (n=79) j
Is fair	41%	51% F	49% F	38%	33%	52% DFG	28%	33%	38%	39%	47%	-	-	-	-	-	-	-	-	-	-	-
Could use some slight improvement or updating	34%	20%	33%	17%	49% ACE HJ	28%	39% C	51% ABCE HJ	26%	41% AC	25%	61%	58%	64%	55%	57%	65%	62%	67%	61%	56%	58%
Does not need any significant improvements or updates	24%	36% BEGI	10%	44% BDE GI	22%	13%	33% BEG	12%	32% BEG	17%	37% BEGI	23%	26% bg	9%	39% befgh i	33% bfg	20% bg	18%	9%	21% bg	22% bg	33% bfg
Needs to be significantly improved or updated	13%	0%	20% ACJ	6%	14% A	15% A	9% A	20% ACJ	9% A	26% ACFJ	6%	16%	16% c	25% cdj	4%	9%	13%	17% c	24% cdj	18% c	19% c	9%
Is unfair	3%	4%	2%	4%	6%	3%	2%	3%	6%	2%	2%	-	-	-	-	-	-	-	-	-	-	-
Don't know/Not sure	6%	9%	4%	6%	4%	8%	4%	3%	12%	6%	6%	1%	0%	2%	1%	0%	1%	3%	0%	0%	3%	0%

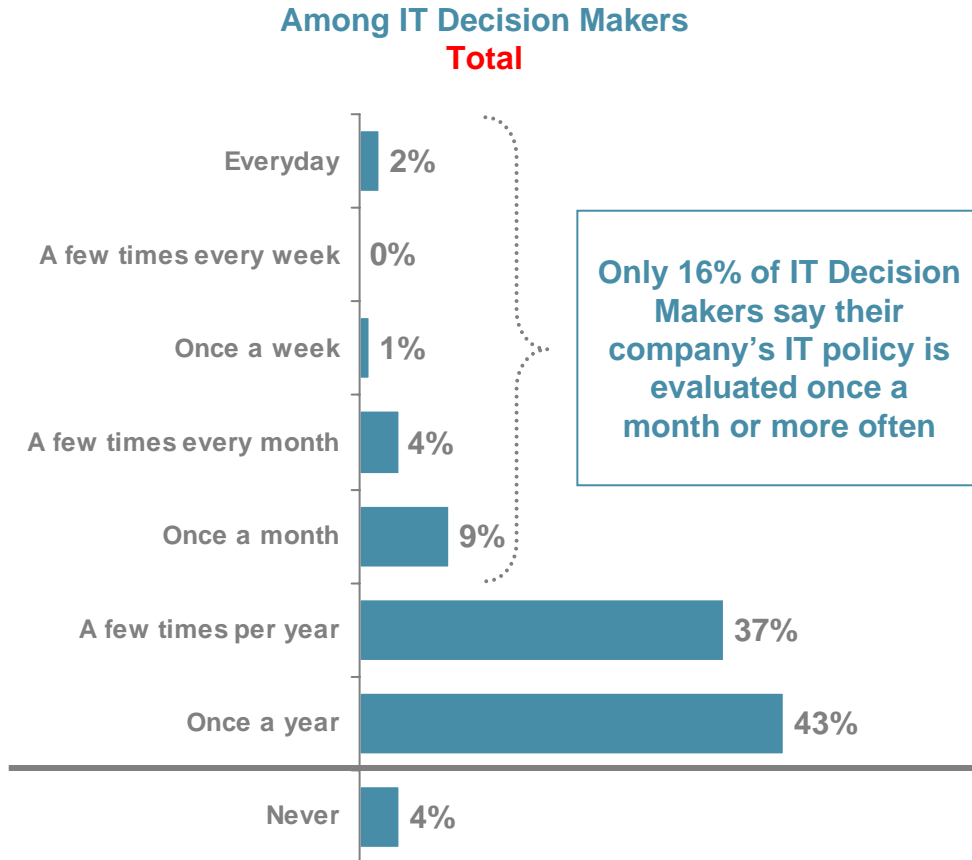
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\*Caution, small n

**Do you feel that your company's IT policy outlining acceptable uses of company resources...?**  
(Check all that apply.) Note: Fair/Unfair were not answer choices for IT Decision Makers.



# Frequency Of Corporate IT Policy Evaluation

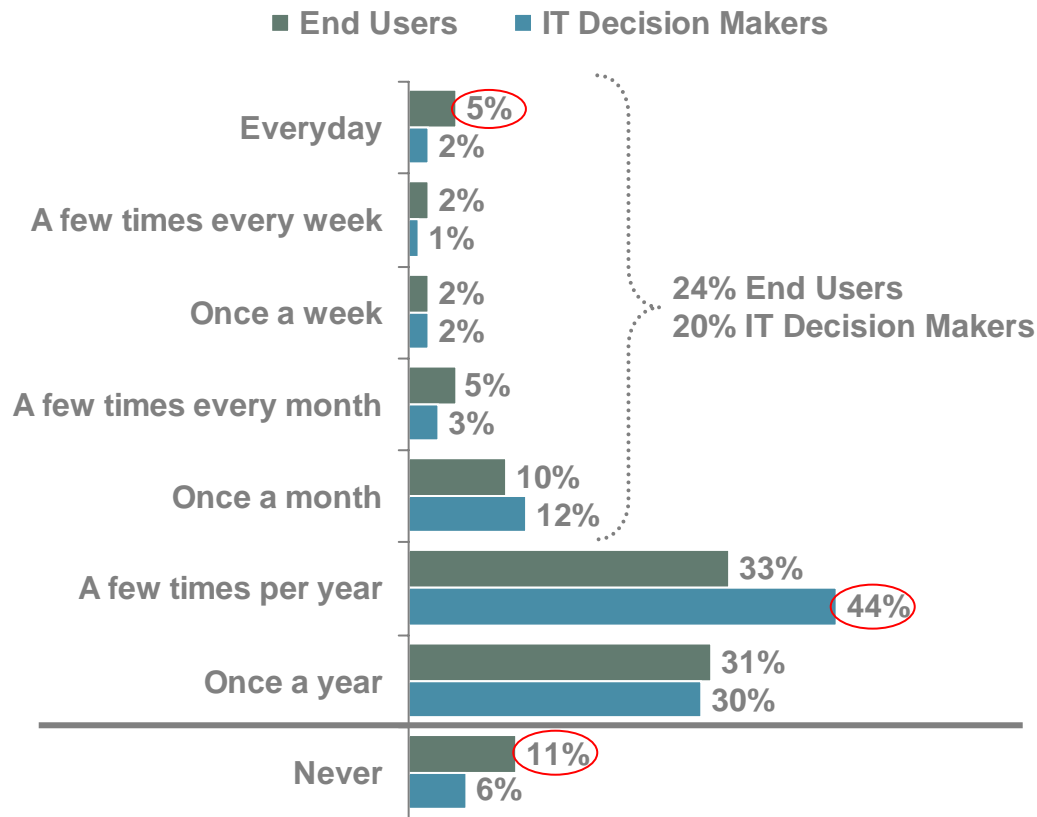
- The majority of IT Decision Makers say their company's IT policy is evaluated and updated once to a few times per year.





# Frequency Of IT Policy Communication

- Among respondents who are aware of their company's IT policy, the majority of both End Users and IT Decision Makers say it is communicated to employees once to a few times per year.
  - A significant proportion of End Users say their company's IT policy is *never* communicated to them.



Total End Users, n=516

Total IT Decision Makers, n=776

Note:

○ indicates significant differences at 95% confidence level.

*How often is your company's IT policy communicated to you?*  
*How often is your company's IT policy communicated to your company's employees?*



# Methods Of IT Policy Communication

- The largest proportions of End Users and IT Decision Makers indicate that their company IT policy is communicated to employees through email announcements, during company meetings that include IT staff and executives and during new employee orientation.
- It is not surprising that a significantly larger proportion of IT Decision Makers are knowledgeable about the methods of IT policy communication compared to End Users.

	END USERS											IT DECISION MAKERS										
	Total (n=459)	US (n=40*) A	BRA (n=49*) B	UK (n=39*) C	FRA (n=39*) D	DEU (n=53) E	ITA (n=42*) F	CHN (n=73) G	JPN (n=31*) H	IND (n=50) I	AUS (n=43*) J	Total (n=732)	us (n=73) a	bra (n=80) b	uk (n=68) c	fra (n=64) d	deu (n=78) e	ita (n=72) f	chn (n=91) g	jpn (n=59) h	ind (n=76) i	aus (n=71) j
Through email announcements	59%	58%	53%	74% BDF	51%	60%	48%	59%	58%	66%	60%	68%	75% bfh	40%	78% bfh	77% bfh	78% bfh	56%	75% bfh	58% b	75% bfh	66% b
During company meetings that include IT staff and executives	38%	23%	45% ACJ	21%	49% ACJ	38% J	38%	47% ACJ	29%	60% ACEF HJ	19%	58%	55%	63% ej	54%	52%	41%	54%	68% dej	78% acdef j	70% dej	45%
During new employee orientation	32%	28%	22%	38% DF	18%	23%	12%	55% ABDE FI	35% F	32% F	49% BDEF	56%	70% bdf	41% f	68% bdf	28%	55% df	22%	77% bdefi	66% bdf	58% bdf	75% bdefi
Through alert boxes presented each time my computer boots	12%	10%	14%	15%	5%	11%	14%	14%	16%	10%	7%	16%	15%	14%	16%	9%	6%	11%	32% abcd efhj	12%	25% def	17% e
Through voice mail announcements	5%	0%	2%	0%	3%	6%	21% ABC DEG HJ	3%	3%	8%	5%	10%	12% b	1%	4%	6%	6%	22% bcde hj	18% bcdej	8% b	14% bcj	4%
Other	7%	10% G	6%	5%	10% G	8%	2%	1%	19% FGI	2%	14% GI	4%	4%	4%	7%	3%	6%	4%	2%	3%	1%	4%

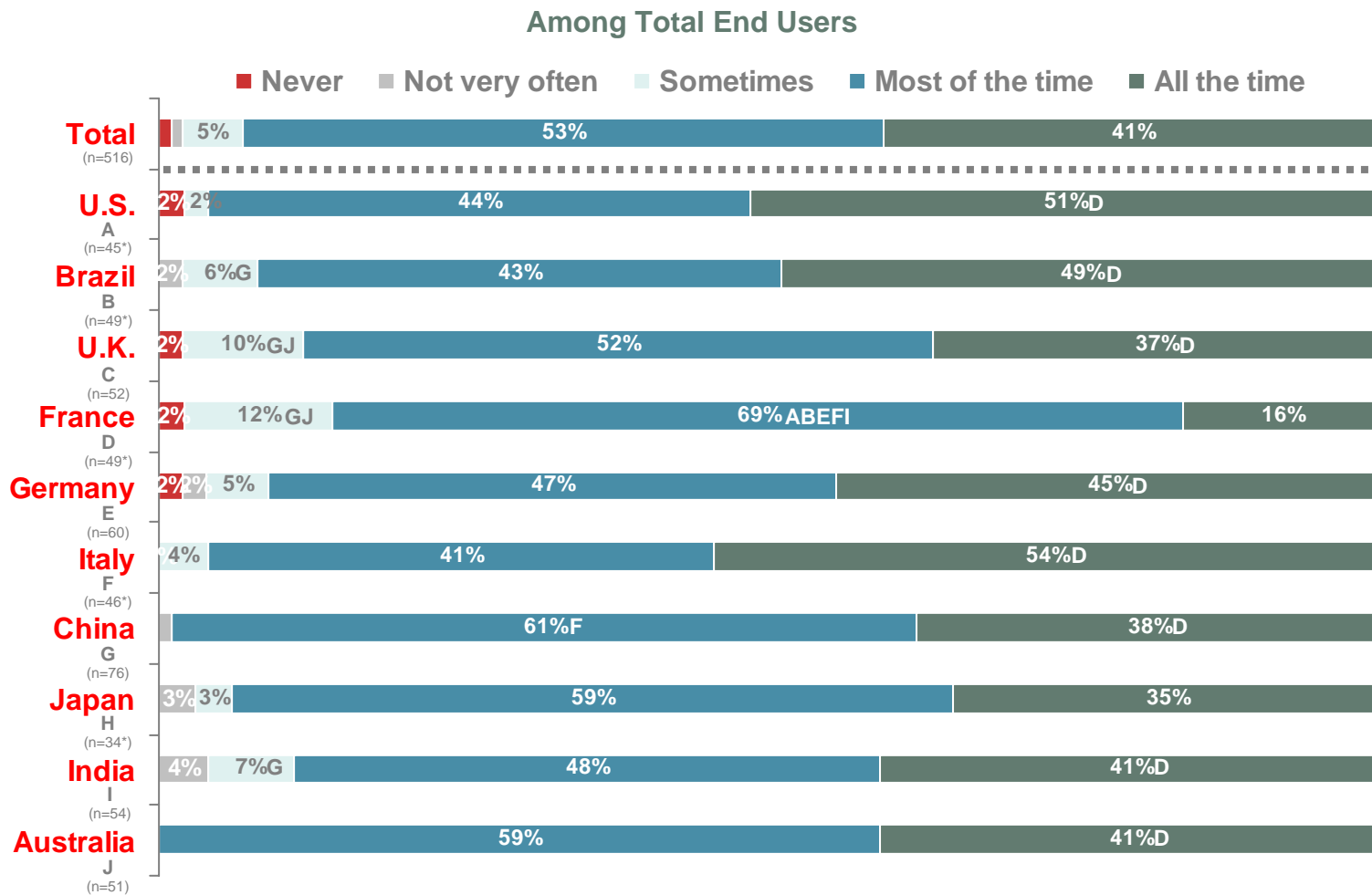
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\*Caution, small n

**How is this IT policy communicated to you and your colleagues? (Check all that apply.)**  
**How is your company's IT policy communicated to your company's employees? (Check all that apply.)**



# Adhering To Corporate IT Policy

- While four in ten End Users tend to adhere to their company’s IT policy all the time, more than half admit they adhere to it most of the time or less often.



Note:  
Letters A-J indicate significant differences between countries at 95% confidence level.  
\*Caution, small n

*Do you feel that you adhere to your company’s IT policy?*





# Perceived Reasons For Violating The Corporate IT Policy



- IT Decision Makers tend to think employees violate their company IT policy for a number of reasons. Nearly half believe employees do it because they do not think there is enough risk to be concerned.

- In France, nearly six in ten IT Decision Makers say their employees violate the corporate IT policy because they do not care.
- In China, more than three in four IT professionals believe that security is just not top-of-mind for their employees and six in ten believe their employees do not know that security is a concern for IT.

	IT DECISION MAKERS										
	Total	us	bra	uk	fra	deu	ita	chn	jpn	ind	aus
	(n=776)	(n=76)	(n=85)	(n=71)	(n=75)	(n=83)	(n=77)	(n=92)	(n=61)	(n=77)	(n=79)
	a	b	c	d	e	f	g	h	i	j	
They do not think there is enough risk to be concerned	47%	51%	44%	44%	41%	52%	38%	59% bdfj	49%	51%	39%
They think IT is there to protect them if something goes wrong	41%	39%	36%	39%	33%	41%	38%	47%	38%	52% bd	44%
Security is just not top-of-mind for them	39%	34%	29%	45% bh	31%	33%	31%	77% abcdefhi j	25%	38%	39%
They do not care	38%	38% b	21%	34%	57% abcefghj	37% b	31%	34%	49% bf	39% b	41% b
They do not know about or understand the policy	34%	30%	35%	31%	43% f	29%	25%	45% efj	41% f	35%	29%
They do not know that security is a concern for IT	33%	28%	22%	23%	24%	41% bcd	29%	59% abcdefhi j	30%	36%	35%
They are in a hurry	25%	29% fh	24%	24%	27% f	40% bcfghj	12%	17%	13%	38% fghj	23%
We need to create or improve our employee education and training programs	22%	21% d	27% cdefj	11%	5%	14%	12%	40% acdefj	30% cdefj	44% abcdefj	14%
Other	2%	1%	0%	8% abdefgi	1%	1%	1%	1%	2%	0%	4%
Don't know/Not sure	2%	4%	1%	3%	3%	1%	6% ghi	0%	0%	0%	3%

Note:  
Letters a-j indicate significant differences between countries at 95% confidence level.

*Why do you think your employees violate your company's IT policy? (Check all that apply.)*



# Reasons For Violating The Corporate IT Policy



- The leading reasons End Users give for not always adhering to their company's IT policy are that it does not align with reality and what is needed to do their job and the need for access to programs and applications not included in their company's IT policy in order to get there job done.

- In France, half of End Users who do not always comply with IT policy say it is because they desire access to programs and applications that make their day go faster.
- In China, six in ten End Users say their company's IT policy doesn't align with reality and what they need to do their job.

	END USERS										
	Total (n=306)	US (n=22*) A	BRA (n=25*) B	UK (n=33*) C	FRA (n=41*) D	DEU (n=33*) E	ITA (n=21*) F	CHN (n=47*) G	JPN (n=22*) H	IND (n=32*) I	AUS (n=30*) J
It doesn't align with reality and what I need to do my job.	42%	27%	28%	55%	39%	36%	33%	62% DEI	45%	31%	43%
I need access to programs and applications not included in our company's IT policy in order to get my job done	33%	14%	40%	27%	44%	55% CIJ	33%	40%	5%	25%	27%
I forget sometimes	19%	23%	16%	27%	17%	9%	14%	17%	23%	16%	33% E
I desire access to programs and applications not included in our company's IT policy to make my day go faster	16%	14%	24%	6%	51% CEGIJ	6%	14%	9%	9%	16% J	0%
It is not convenient for me to do so	14%	23%	20%	12%	5%	15%	10%	21% D	14%	19%	7%
My work computer is my only computer	10%	0%	12%	3%	7%	6%	19%	17%	5%	6%	20% C
I'm too busy to think about my company's IT policy	10%	5%	4%	18%	5%	3%	10%	15%	14%	13%	10%
Other co-workers do not either so it is not just me	10%	23%	16%	21% DJ	5%	12%	10%	9%	9%	6%	0%
Because I can -- My company's IT policy isn't enforced	8%	14%	0%	12%	2%	6%	0%	17% D	9%	6%	3%
Other	4%	14%	4%	0%	0%	6%	0%	0%	14%	6%	7%

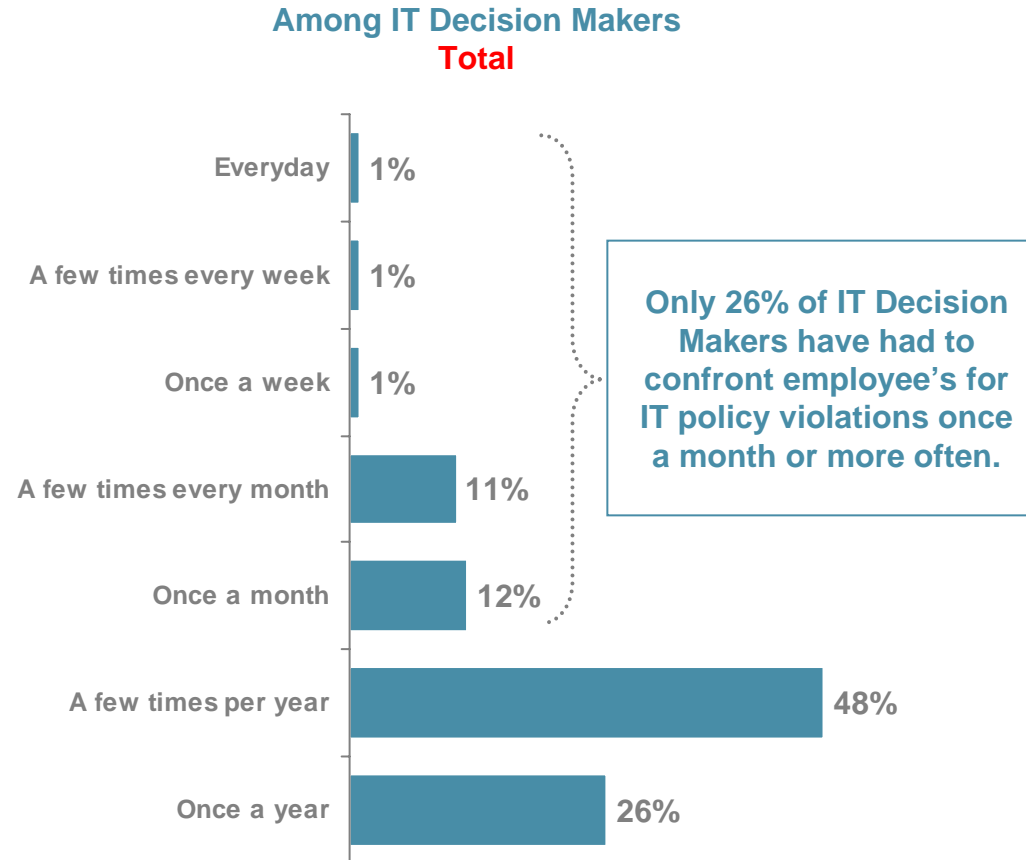
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\*Caution, small n

*How come you do not always adhere to your company's IT policy? (Check all that apply.)*



# Confronting Employees For IT Policy Violations

- IT Decision Makers do not confront employees for violating IT policy very often. The majority say they deal with employees who violate their company's IT policy a few times a year or less frequently.

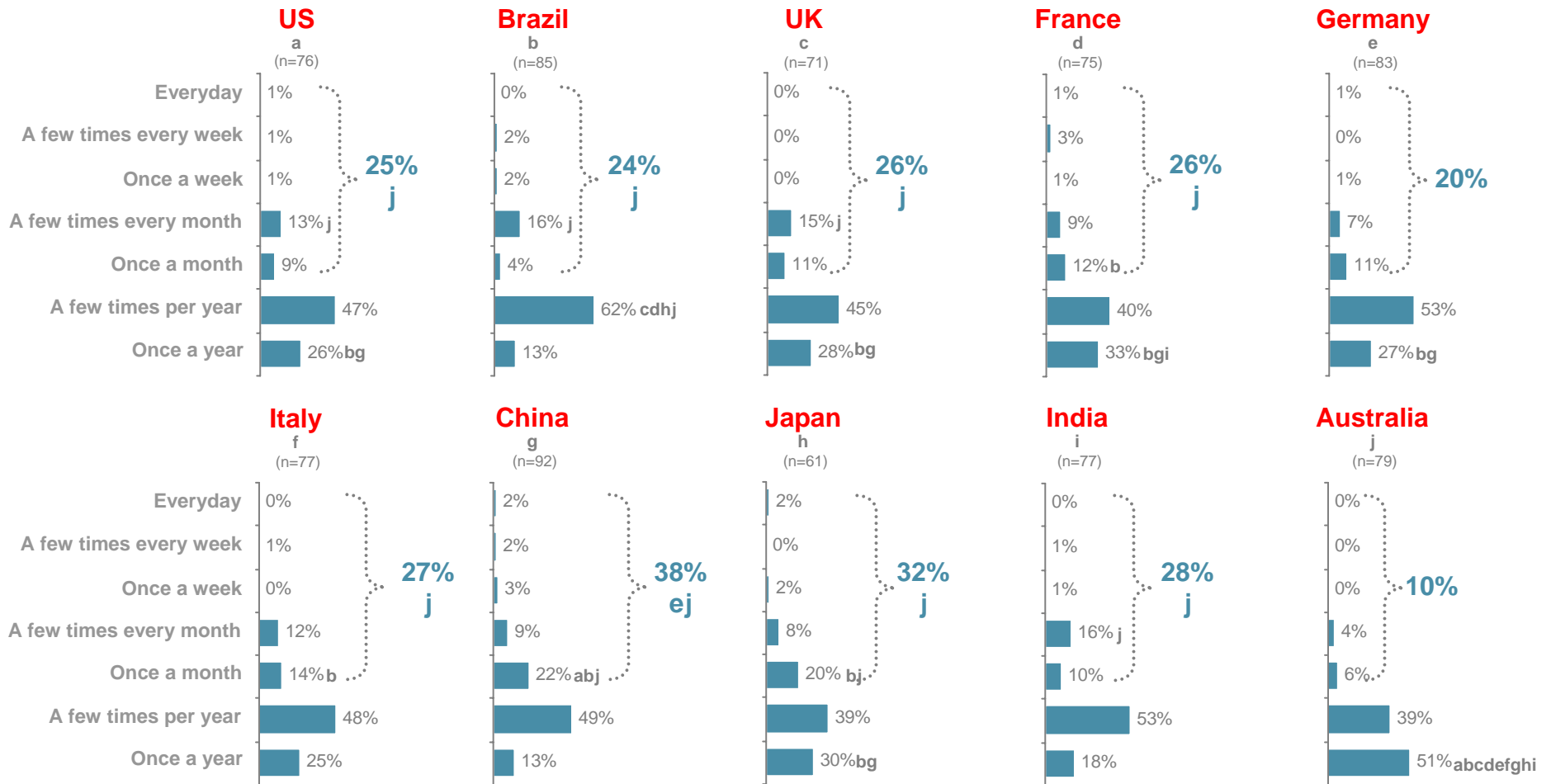




# Confronting Employees For IT Policy Violations

- IT Decision Makers in Australia confront employees for violating their company's IT policy significantly less often than in any other country.

## Among IT Decision Makers



Note:  
Letters a-j indicate significant differences between countries at 95% confidence level.

*On average, how often do you or your staff deal with an employee violating your company's IT policy?*

# Consequences Of Corporate IT Policy Violations

- According to IT Decision Makers, virus containment is the leading negative consequence resulting from violations of corporate IT policy.
- In China, a significantly greater proportion of IT Decision Makers have also had to deal with other consequences of IT policy violations including unauthorized access to information and insider abuse of net access or email.
- In the US, IT professionals have to deal with wireless network abuse more than in any other country.

	IT DECISION MAKERS										
	Total (n=776)	us (n=76) a	bra (n=85) b	uk (n=71) c	fra (n=75) d	deu (n=83) e	ita (n=77) f	chn (n=92) g	jpn (n=61) h	ind (n=77) i	aus (n=79) j
Virus containment	65%	62%	74% dj	63%	57%	66% j	64%	68% j	67% j	74% dj	49%
Unauthorized access to information	45%	39%	51% df	39%	35%	46% f	26%	68% abcdefij	54% df	49% f	41%
Insider abuse of net access or email	39%	51% be	18%	38% be	41% be	17%	47% be	64% bcdefhij	34% be	43% be	37% be
Laptop or mobile hardware theft	29%	37% bf	11%	41% bf	36% bf	28% bf	14%	46% befhij	25% b	27% bf	28% bf
Theft or loss of customer data	20%	21% ef	13%	11%	11%	8%	8%	59% abcdefhij	21% ef	30% bcdefj	15%
Abuse of wireless network	19%	46% bcdefhij	14%	17%	13%	7%	16%	34% bcdefhj	11%	21% e	10%
Phishing attack	19%	21% eh	18%	14%	16%	8%	18%	33% bcdefhj	8%	34% bcdefhj	11%
Denial of Service	16%	17% e	15% e	17% e	12% e	2%	10% e	30% abcdefhj	11% e	27% defh	15% e
Bots or zombies within computers	15%	9%	16% d	10%	5%	8%	18% d	38% abcdefhij	15%	16% d	8%
System penetrated by outsider	13%	9%	6%	4%	5%	13%	6%	38% abcdefhij	10%	22% abcdfj	8%
Rogue Wireless Access Point	12%	7%	16% dej	7%	3%	6%	13% dj	33% abcdefhij	16% dej	8%	4%
Telecom fraud	11%	5%	5%	3%	11%	8%	10%	26% abcdefhj	8%	19% abcej	6%
Financial Fraud	10%	11% be	2%	4%	5%	2%	4%	28% abcdefhj	11% be	22% bcdefj	10% be
Website defacement	9%	5% d	8% df	6% d	0%	6% d	1%	29% abcdefhij	10% df	16% adfj	4%
Other	3%	4%	1%	7% gi	1%	7% gi	1%	0%	3%	0%	8% bgi

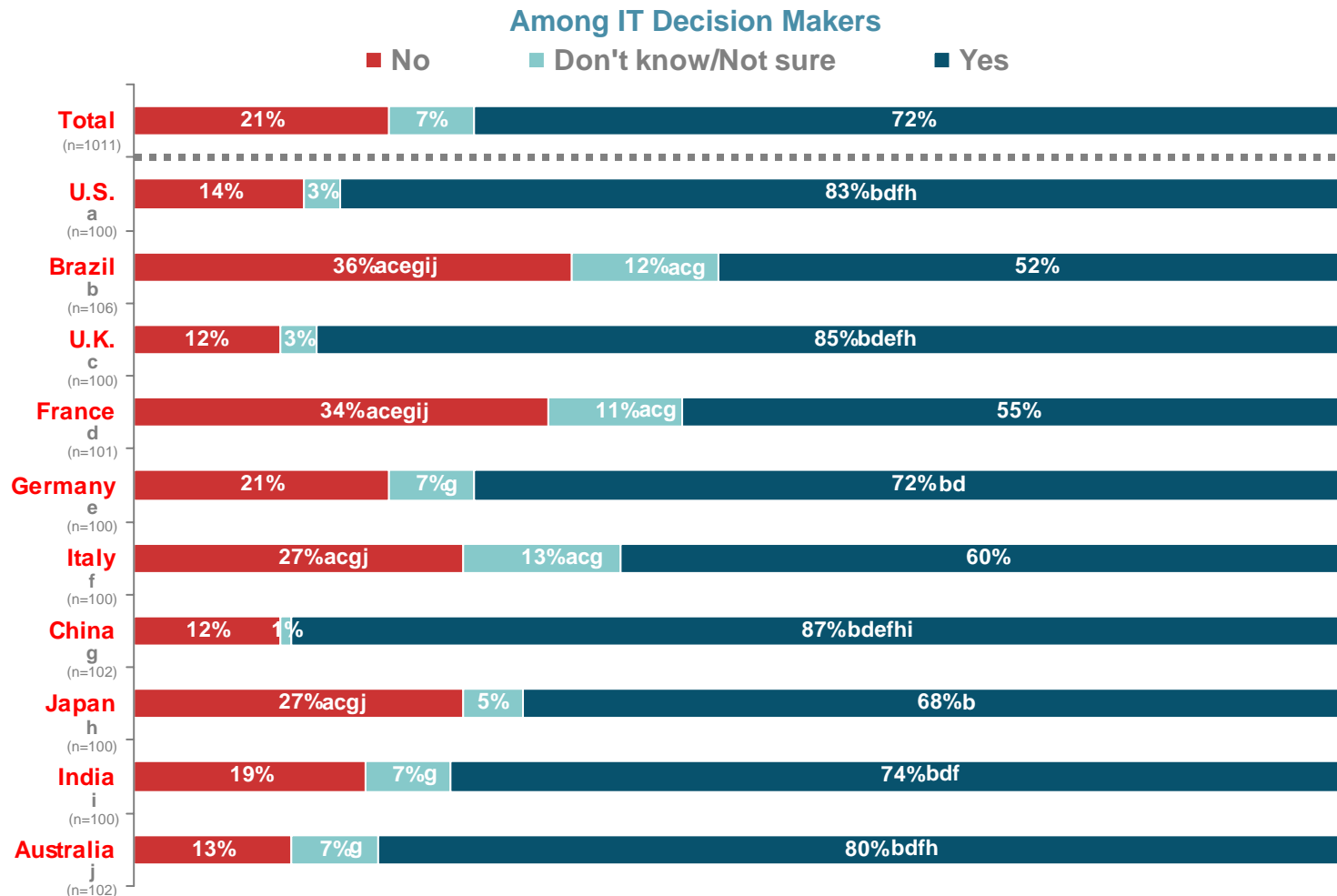
Note:  
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*What types of negative consequences have you or your staff had to deal with as a result of violations of your company's IT policy? (Check all that apply.)*



# Policy/Process For Disposing Of Confidential Documents

- More than seven in ten IT Decision Makers say their company has a policy and process for disposing of confidential documents.
- In China, the UK and the US, more than eight in ten IT Decision Makers say their company has a policy and process for disposing of confidential documents.



Note:  
Letters a-j indicate significant differences between countries at 95% confidence level.

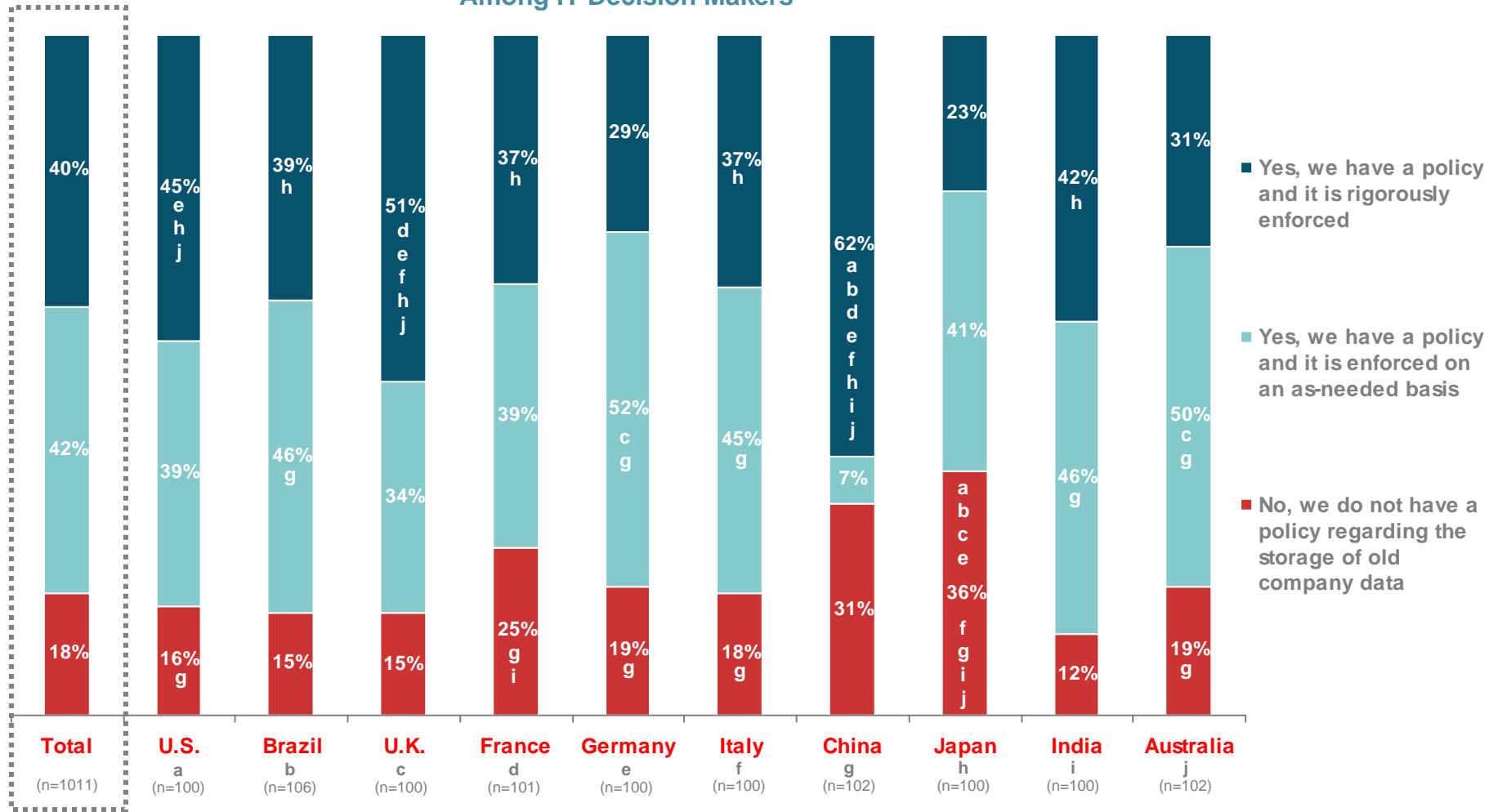
*Does your company have a policy and process for disposing of confidential documents?*



# Policy/Process For Electronic Data Storage

- More than eight in ten IT Decision Makers say their company has a policy and process for outlining the electronic storage of old company data however, they are evenly divided on how rigorously it is enforced.
- Compared to other countries, a significantly larger proportion of IT Decision Makers in China say their company has a policy for electronic data storage and it is rigorously enforced.

Among IT Decision Makers



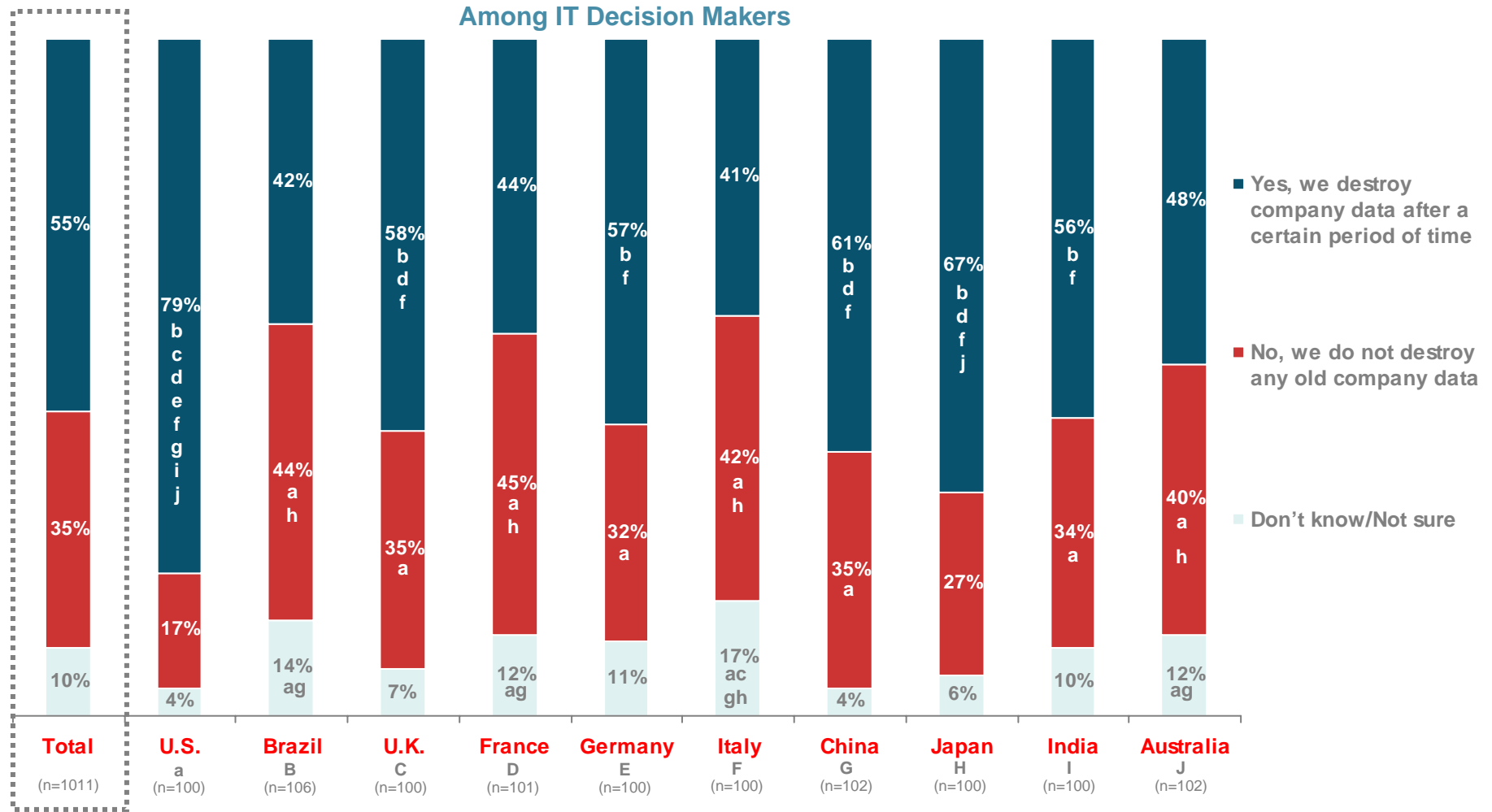
Note:  
Letters a-j indicate significant differences between countries at 95% confidence level.

*Does your company have a policy and process for outlining the electronic storage of old company data?*



# Policy/Process For Destruction Of Old Corporate Data

- More than half of IT Decision Makers say their company has a policy outlining procedures for the destruction of old company data after a certain period of time.
- Eight in ten IT Decision Makers in the US, significantly more than any other country, say their company destroys old data in a timely manner.



Note:  
Letters a-j indicate significant differences between countries at 95% confidence level.

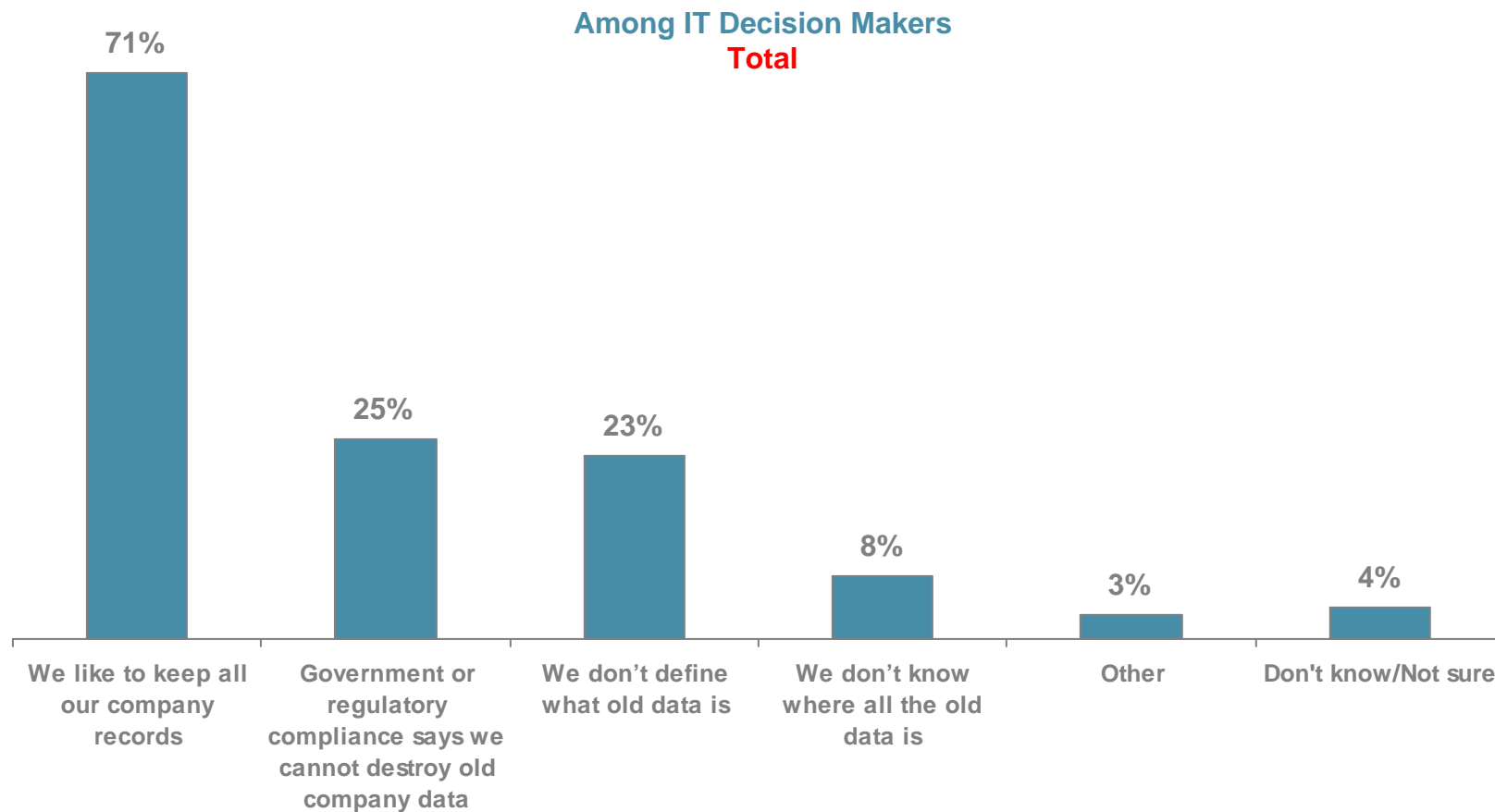
**Does your company have a policy outlining procedures for the destruction of old company data after a certain period of time?**





## Reasons For Not Destroying Old Corporate Data

- The majority of IT Decision Makers who work for companies that do not destroy old company data at all say they just like to keep all of their company records.





JOB FUNCTION	END USERS										
	Total (n=1009)	US (n=100) A	BRA (n=101) B	UK (n=104) C	FRA (n=100) D	DEU (n=101) E	ITA (n=101) F	CHN (n=100) G	JPN (n=101) H	IND (n=100) I	AUS (n=101) J
Customer Service	15%	16% DH	23% DFHI	22% DFHI	7%	22% DFHI	11% H	16% DH	2%	10% H	20% DH
Finance	9%	10%	6%	10%	6%	9%	11%	12%	9%	9%	5%
Human Resources	4%	2%	6%	3%	5%	3%	7%	3%	4%	3%	3%
Manufacturing	7%	6%	2%	5%	8%	8%	8%	5%	10% B	11% B	5%
Marketing/Sales	9%	4%	13% ACD	4%	4%	11%	12% ACD	16% ACDJ	11%	13% ACD	7%
Operations	7%	6%	7%	12% G	7%	5%	5%	3%	10% G	6%	9%
Purchasing/Procurement	3%	3%	4% H	4% H	6% H	5% H	1%	4% H	0%	5% H	2%
Research & Development	6%	2%	4%	5%	12% ABJ	9% AJ	7%	7%	8%	5%	2%
Software Engineering	4%	1%	2%	6%	4%	7% AJ	4%	5%	2%	11% ABHJ	1%
Hardware Engineering	1%	0%	1%	0%	5% ACEFHJ	0%	0%	1%	0%	3%	0%
Senior Management	10%	5%	5%	3%	7%	3%	4%	20% ABCDEF	29% ABCDEFI J	12% CEF	15% ABCEF
Training	3%	1%	5%	2%	4% I	1%	8% ACEI	3%	2%	0%	2%
Other	22%	44% BCDEFG HIJ	23% GI	26% GHI	25% GHI	18% G	23% GI	5%	14% G	12%	30% EGHI

Note:  
Letters A-J indicate significant differences  
between countries at 95% confidence level.

	END USERS											IT DECISION MAKERS										
	Total (n=1009)	US (n=100)	BRA (n=101)	UK (n=104)	FRA (n=100)	DEU (n=101)	ITA (n=101)	CHN (n=100)	JPN (n=101)	IND (n=100)	AUS (n=101)	Total (n=1011)	us (n=100)	bra (n=106)	uk (n=100)	fra (n=101)	deu (n=100)	ita (n=100)	chn (n=102)	jpn (n=100)	ind (n=100)	aus (n=102)
INDUSTRY	A	B	C	D	E	F	G	H	I	J	a	b	c	d	e	f	g	h	i	j		
Business Consulting	2%	2%	6% IJ	2%	2%	1%	5% IJ	1%	1%	0%	0%	3%	7% h	4%	3%	3%	2%	5%	2%	1%	3%	2%
IT Consulting	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	12%	1%	19% aegh	22% aegh	13% a	7% a	13% a	6%	5%	15% agh	23% aegh
Construction	6%	4%	5%	9% G	12% AGIJ	6%	7% G	1%	11% G	4%	4%	3%	4%	2%	3%	3%	3%	1%	5%	7% f	3%	4%
Education	8%	15% EH	12% EH	8%	7%	2%	10% EH	9% E	3%	8%	9% E	5%	2%	4%	10% ahi	5% i	6% i	5% i	9% ai	3%	0%	6%
Entertainment	1%	0%	2%	1%	3%	0%	1%	0%	2%	1%	4% AEG	1%	3%	3%	1%	0%	0%	1%	2%	0%	2%	0%
Finance, Banking, Accounting	9%	8%	10% EHJ	8%	5%	3%	5%	33% ABCDE FHIJ	3% IJ	8%	3%	5%	11% bcdeh	4%	2%	3%	2%	4%	6%	1%	7% h	6%
Government (Public Admin)	5%	5%	11% GHJ	4%	5%	9% H	5%	3%	2%	5%	3%	4%	1%	7% ah	4% h	5% h	5% h	10% ahi	7% ah	0%	2%	4% h
Government (Military)	1%	1%	1%	1%	3%	1%	1%	0%	1%	0%	0%	1%	0%	2%	1%	5% aghj	1%	2%	0%	0%	1%	0%
Health/Medical/Pharmaceutical	7%	11%	7%	14% DGHI	5%	8%	8%	4%	5%	4%	8%	4%	5%	7%	6%	3%	7%	4%	2%	2%	4%	3%
Hospitality	2%	2%	0%	3%	2%	6% BGI	2%	0%	1%	0%	6% BGI	1%	2%	1%	1%	0%	0%	0%	0%	3%	0%	0%
Insurance/Real Estate/Legal	3%	3%	0%	1%	1%	4% B	2%	8% BCD	6% B	7% BCD	2%	2%	4% b	0%	2%	1%	6%b	1%	2%	4% b	1%	3%
Internet, Computer, or Communications Software	2%	0%	1%	2%	6% AHJ	2%	2%	3%	0%	4% AHJ	0%	9%	4%	8% c	1%	18% abcdef	4%	7% c	11% c	10% c	13% ace	11% c
Internet, Computer, or Communications Hardware	1%	0%	3%	0%	3%	1%	1%	1%	0%	1%	0%	3%	1%	8% acj	1%	6%	2%	4%	3%	2%	5%	1%
Manufacturing	13%	9%	4%	11%	8%	7%	9%	20% ABDEF J	25% ABCDE FJ	27% ABCDE FJ	7%	13%	16% bf	2%	9% b	9% b	11% b	7%	29% abcdefij	18% bf	16% bf	9% b
Media/Marketing/Advertising	2%	1%	4% FHI	1%	2%	5% FHI	0%	1%	0%	0%	2%	2%	2%	7% cfgi	1%	2%	4% fg	0%	0%	2%	1%	3%
Retailer (Non-Computer)	6%	9% GI	4%	10% GI	3%	7% I	4%	2%	6%	1%	14% BDFGI	4%	9% bdi	2%	7% d	0%	4% d	4% d	3%	6% d	2%	5% d
Shipping/Handling/Importing & Exporting/Trucking	1%	0%	1%	2%	1%	2%	0%	2%	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	1%
Software Development	3%	0%	2%	2%	1%	3%	1%	2%	3%	11% ABCDE FGHIJ	3%	5%	2%	2%	3%	6%	5%	5%	4%	6%	8% b	5%
Travel	1%	1%	1%	0%	1%	1%	5% CGH	0%	0%	1%	3%	1%	1%	1%	3%	0%	1%	3%	2%	1%	0%	0%
Transportation	2%	3%	1%	5% F	2%	3%	0%	2%	4% F	1%	4% F	3%	5% h	1%	7% bh	2%	6%	3%	2%	0%	3%	2%
Utilities	2%	0%	2%	0%	8% ACHIJ	3%	3%	2%	1%	0%	1%	2%	2%	6% j	1%	3%	4% j	1%	1%	2%	1%	0%
Other General Industry	4%	1%	4%	2%	4%	3%	8% ACI	4%	4%	1%	7% AI	2%	5% di	1%	2%	0%	5% di	4% di	2%	2%	0%	2%
Other Service Businesses	8%	10% GJ	11% GJ	6%	6%	15% CDGIJ	9% G	1%	20% CDFGI J	4%	3%	7%	3%	9% g	4%	6%	8% g	9% g	1%	22% abcdefgij	4%	4%
Other	10%	15% GH	9% GH	11% GH	10% GH	9% GH	13% GH	1%	2%	11% GH	17% GH	6%	10% gh	4%	6%	8% g	7% g	7% g	1%	3%	8% g	8% g

Note:  
 Letters A-J & a-j indicate significant differences between countries and **○** indicates significant differences between End Users and IT Pros at 95% confidence level.



JOB TITLE	IT DECISION MAKERS										
	Total (n=1011)	us (n=100)	bra (n=106)	uk (n=100)	fra (n=101)	deu (n=100)	ita (n=100)	chn (n=102)	jpn (n=100)	ind (n=100)	aus (n=102)
	a	b	c	d	e	f	g	h	i	j	
CIO, CSO, CISO	7%	10% bgj	2%	4%	5%	10% bgj	21% abcdeghij	2%	10% bgj	4%	1%
CEO, CFO,CTO, COO, or other non-IT C-level executive	10%	17% bdfj	5%	8%	7%	8%	7%	13% b	21% bcdefij	9%	6%
VP of IT	4%	7% bdfj	1%	6% bij	1%	2%	2%	5% ij	15% bcdefgij	0%	0%
Director of IT	10%	14% bdi	5% d	7% d	0%	18% bcdfhi	6% d	30% abcdefhij	8% d	5% d	11% d
Network Manager / IT Manager	20%	18%	16%	25% ef	29% befg	11%	10%	17%	21% f	27% ef	25% ef
IT Administrator	13%	0%	19% acfh	6% a	20% acfh	28% acfghij	9% a	14% a	6% a	16% ach	13% a
IT Consultant	12%	3%	17% agh	14% agh	19% aghi	12% agh	18% aghi	0%	3%	8% g	23% aeghi
Head of a department other than IT (such as finance, operations, etc.)	12%	16% de	21% defj	11%	7%	5%	8%	18% def	11%	13%	10%
Other	12%	15% egh	15% egh	19% egh	13% g	6%	19% egh	2%	5%	18% egh	13% g

Note:  
Letters A-J indicate significant differences  
between countries at 95% confidence level.