

**SMB
CYBERSECURITY
PREPAREDNESS
HOW IT DECISION-MAKERS
RATE THEMSELVES**

As technology continues to grow in sophistication, numerous new avenues arise for cybercriminals to attack businesses. As a result, many businesses face an increasing number of cybersecurity challenges each day, as they attempt to keep themselves, their employees, and their customers safe.

Webroot surveyed 600 IT decision-makers at small and medium-sized businesses across the US, UK, and Australia to get their take on their own cybersecurity practices and preparedness for an attack.

Here are the results of that survey.

1

Which of the following, if any, best describes how your business educates employees on best practices for cybersecurity?

RESPONSES	TOTAL	US	UK	AUSTRALIA
Continuously throughout duration of employment	39%	54%	31%	32%
Annually throughout duration of employment	26%	26%	27%	25%
Only during initial onboarding	18%	11%	17%	26%
Only after a security breach takes place	18%	9%	26%	19%
My business does not educate employees on cybersecurity best practices	1%	1%	1%	---

QUICK FACTS

Educates employees (net)	100%	99%	100%	100%
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2

Which of the following letter grades would you give your business based on its ability to manage IT security and protect against threats today?

RESPONSES	TOTAL	US	UK	AUSTRALIA
A – my business is completely ready to manage IT security and protect against threats	21%	28%	22%	12%
B – my business is almost completely ready to manage IT security and protect against threats	59%	54%	69%	54%
C – my business is somewhat ready to manage IT security and protect against threats	17%	17%	7%	27%
D – my business is far from ready to manage IT security and protect against threats	4%	1%	3%	8%
F – my business will never be ready to manage IT security and protect against threats	0%	1%	---	---

QUICK FACTS

Able to manage (net)	96%	99%	98%	93%
Unable to manage (net)	4%	1%	3%	8%

3

Which of the following external security threats, if any, do you think your business will be susceptible to in 2018?

RESPONSES	TOTAL	US	UK	AUSTRALIA
Phishing attacks	48%	56%	42%	46%
DNS attacks	45%	54%	29%	52%
Ransomware attacks	42%	42%	44%	40%
DDoS attacks	39%	52%	17%	49%
Mobile attacks	39%	30%	42%	45%
New forms of malware infections	34%	37%	32%	34%
Insider threats (e.g., inadvertent or malicious)	25%	19%	25%	32%
Other	---	---	---	---
None of these	1%	1%	1%	1%

QUICK FACTS

Any (net)	99%	99%	100%	99%
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If your business were to be the victim of a cyberattack in 2018, where customer records or critical business data were lost, how much do you estimate the total cost would be?

RESPONSES	US
Less than \$100,000	10%
\$100,000 – \$499,999	50%
\$500,000 – \$999,999	26%
\$1,000,000 or more	16%
QUICK FACTS	
Average (US dollars)	527,256

RESPONSES	UK
Less than £75,000	48%
£75,000 – £399,999	30%
£400,000 – £774,999	11%
£775,000 or more	12%
QUICK FACTS	
Average (pounds sterling)	305,357

RESPONSES	AUSTRALIA
Less than AUD 135,000	13%
AUD 135,000 – AUD 674,999	47%
AUD 675,000 – AUD 1,299,999	17%
AUD 1,300,000 or more	24%
QUICK FACTS	
Average (AU dollars)	994,025

Methodological Notes:

The Webroot Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 600 IT decision-makers at mid-sized businesses with 100-499 employees in 3 countries: US, UK, and Australia, between March 15 and March 26, 2018, using an email invitation and an online survey.

All decimals are rounded to the nearest percentage point. This may result in certain numerical totals adding up to slightly more or slightly less than 100%. Data under "Quick Facts" were derived from the responses, not included as response options that were read during fielding.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 4.0 percentage points for the overall sample and by more than 6.9 percentage points for each of the 3 countries from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.