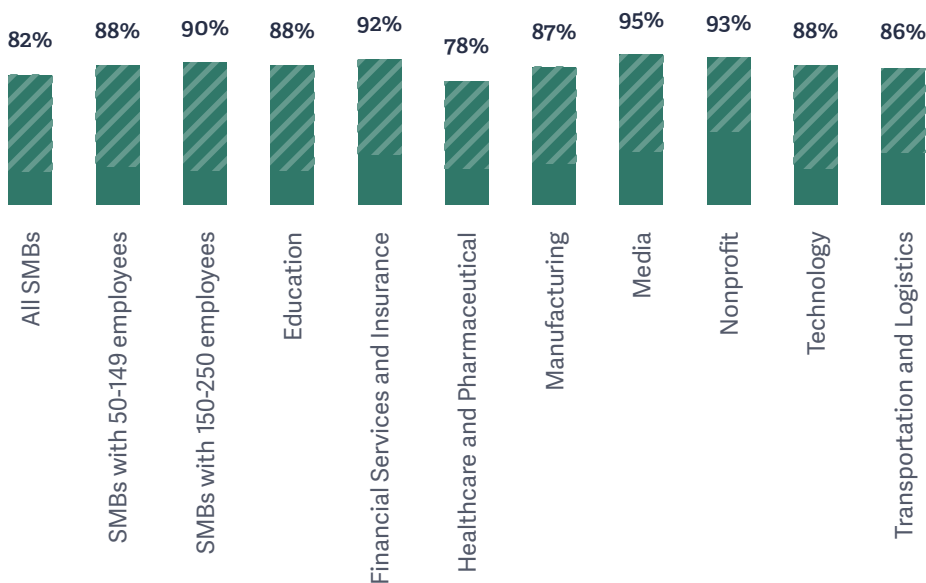# KEY FINDINGS

82%
of all SMB executives estimate "many" of their company employees will shop online this holiday season using a computer at work or a device used for conducting business, on which business data is also stored and transmitted.

- Among them, 61% admit they know this poses cybersecurity risks to their business and customers, but they believe it is "a fact of life; and there is not much I could do about it."

- The propensity for executives to believe many of their employees will shop online at work or using a business-use device is even higher among those at larger-sized SMBs. 88% of executives at medium-sized SMBs with 50-149 employees and 90% of executives at largest-sized SMBs with 150-250 employees believe many of their employees will be doing so this holiday season.

- Among them, 64% of medium-sized SMB executives and 68% of large-sized SMB executives say there is nothing they could do to stop the practice, despite being well aware of its risks.

- Education, Financial Services and Insurance, Government, Manufacturing, Media, Nonprofit, Technology, and Transportation and Logistics are among key industries in which over 85% of all executives surveyed estimate "many" employees in their organization would be using a business device to shop online this holiday season.

- Compounding the risks of shopping online using a business device, nearly half (49%) of all surveyed estimate most of their employees would not be able to spot an illegitimate link posing as an online retailer in potential phishing attempts. In some highly regulated industries where employees have access to sensitive data – including Financial Services and Insurance (52%) and Healthcare (63%) – over half are pessimistic and believe most of their employees would not be able to distinguish a fake retailer's link in a phishing attempt from a legitimate one.
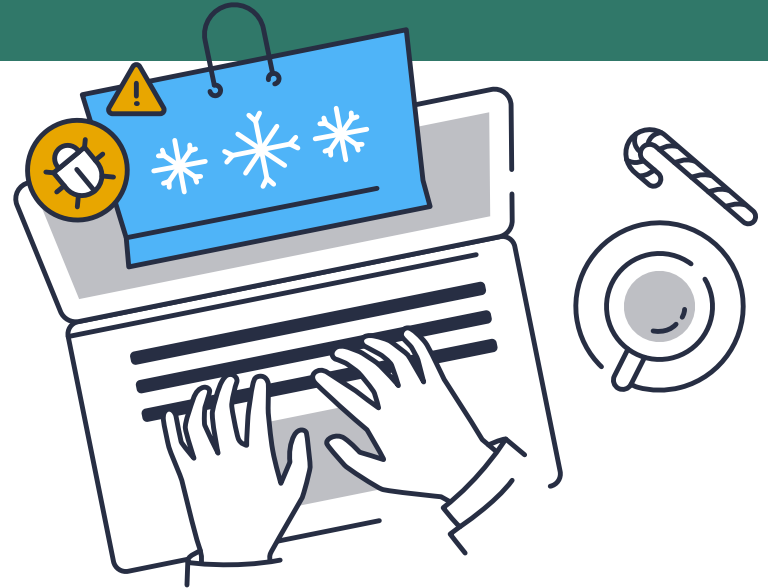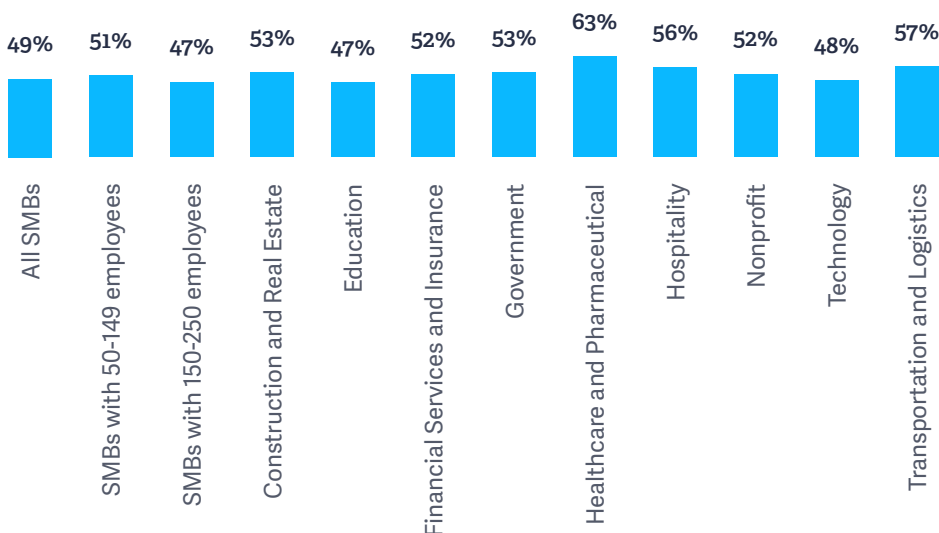
Many employees are expected to shop online using a business-use device this holiday season. 6 in 10 employers are aware this imposes cybersecurity risks, but are not doing anything about it.

Category	Percentage
All SMBs	82%
SMBs with 50-149 employees	88%
SMBs with 150-250 employees	90%
Education	88%
Financial Services and Insurance	92%
Healthcare and Pharmaceutical	78%
Manufacturing	87%
Media	95%
Nonprofit	93%
Technology	88%
Transportation and Logistics	86%

Legend:
- ■ Estimate many employees will shop online at work or using a business-use device this holiday season
- ▨ Know this imposes cybersecurity risks to business and customer data, but are not doing anything about it

Nearly half of all SMBs surveyed lack confidence that most employees can tell the difference between an illegitimate link from a cybercriminal posing as a fake online retailer and a legitimate one.

Category	Percentage
All SMBs	49%
SMBs with 50-149 employees	51%
SMBs with 150-250 employees	47%
Construction and Real Estate	53%
Education	47%
Financial Services and Insurance	52%
Government	53%
Healthcare and Pharmaceutical	63%
Hospitality	56%
Nonprofit	52%
Technology	48%
Transportation and Logistics	57%

32%
of all SMBs are not aware that online shopping with a business-use device could be a cybersecurity risk.

BACKGROUND

The Zix | AppRiver Cyberthreat Index for Business was developed in consultation with the University of West Florida Center for Cybersecurity, using survey data collected online in October 2019.

The survey has a + / − 3% margin of error. The national sample of respondents comprises 1,049 C-level executives and IT decision makers in small-to-medium-sized businesses and organizations with 1−250 employees (SMBs). 74% of these SMBs have compliance requirements. See *here* for more on the latest Cyberthreat Index for Business Report and Infographic.

Company Sizes

- 32% — 1-9 employees
- 22% — 10-49 employees
- 17% — 50-99 employees
- 21% — 100-199 employees
- 8% — 200-250 employees
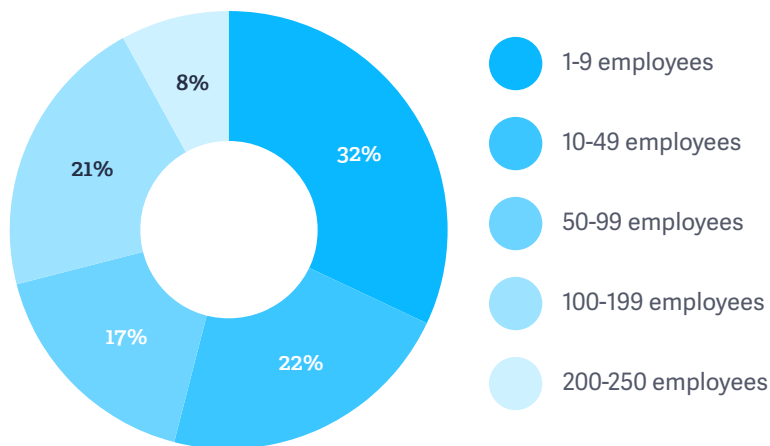
Industries

Respondents' industries include:

- Business Services and Consulting
- Construction and Real Estate
- Education
- Financial Services and Insurance
- Government
- Healthcare and Pharmaceutical
- Hospitality, Restaurants and Travel
- Legal
- Manufacturing
- Media and Marketing
- Nonprofit
- Retail
- Technology and Telecom
- Transportation and Logistics

Job Titles

- 48% — CEO/President/Owner
- 29% — CTO/Head of IT
- 16% — CFO/COO
- 7% — Head of Data Mgmt/ Compliance Officer