ESET CCPA Survey Results

Survey Methodology:
The ESET CCPA Survey was conducted between July 19-22, 2019 and via a Google Consumer Survey. The survey has a margin of error of +/- 3.8%. The survey included a screening question, ensuring that only respondents who were either (a) business owners or (b) company executives were polled.

Survey Results:

1. Are you a business owner or executive?

   7,242 respondents

   - None of the above apply: 77.4%
   - I am not employed: 12.2%
   - I own my own business: 7.4%
   - I am a company executive: 3.1%

Target answers: 'I own my own business' and 'I am a company executive'
2. How large is your organization?

767 respondents

- 25 employees or fewer: 72.6%
- 26-249 employees: 11.6%
- 250-999 employees: 5.1%
- 1000+ employees: 10.7%

3. Do you know if the California Consumer Privacy Act (CCPA), effective January 1, 2020, applies to your business?

751 respondents

- Yes: 11.8%
- No: 44.1%
- I have never heard of CCPA: 44.2%
4. Will you need to change the way you capture, store and process consumer data to comply?

- **Nothing needs changing. We are in compliance**: 35.3%
- **We don't know**: 34.0%
- **We don't care**: 22.0%
- **We only need to change a few minor items**: 5.7%
- **We will need to change a lot**: 3.0%

5. Did your business modify its behavior/processes to comply with GDPR, the European Union's General Data Protection Regulation?

- **Yes**: 12.3%
- **No**: 50.4%
- **I don't know**: 37.3%
6. Do you have a designated person at your business in charge of cybersecurity/privacy policies?

563 respondents

- Yes: 41.4%
- No: 40.7%
- I don't know: 17.9%

7. CCPA requires "reasonable security." How confident are you that your organization will be compliant as of January 1, 2020?

510 respondents

- Very confident: 37.7%
- I don't know: 33.0%
- CCPA legislation does not apply to us: 12.7%
- Somewhat confident: 11.7%
- Not at all confident: 4.9%
8. When did you last perform a risk assessment on cybersecurity?
507 respondents

- Within 3 months: 33.5%
- 3-6 months: 8.4%
- 6-12 months: 4.8%
- Over 12 months ago: 4.6%
- Never: 22.3%
- I don't know: 26.4%

9. Do you train employees on cybersecurity?
503 respondents

- Yes, every 12 months: 32.7%
- Yes, every 24 months: 5.8%
- Never: 22.3%
- I don't know: 8.0%
- None of these: 31.2%
10. Are you relocating your business outside of California to avoid the legislation?

494 respondents

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Yes</td>
<td>9.3%</td>
</tr>
<tr>
<td>No</td>
<td>70.6%</td>
</tr>
<tr>
<td>I don't know</td>
<td>20.1%</td>
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</tbody>
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**About ESET**

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