



**CYBER SECURITY  
INDUSTRY ALLIANCE**

# Internet Security Voter Survey

**A Call for Coordinated Action**

## Not Just Consumers, but Voters

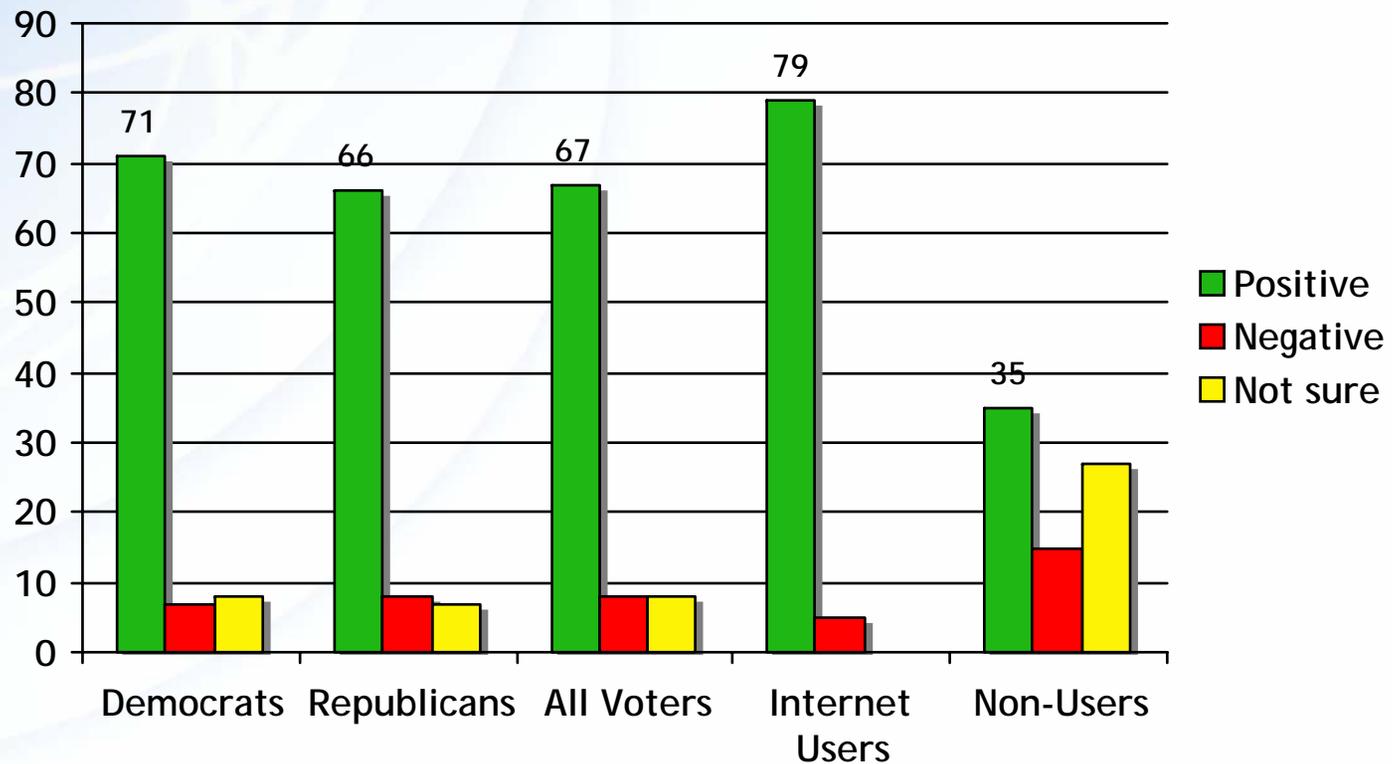
- Conducted by Pineda Consulting.
- May 2-9, 2005.
- 1,003 likely voters.
  - 729 Internet users.
  - 274 non-users.
- $\pm 3$  percent margin of error.

## Likely Voters

- **Random digit dial sampling.**
  - Phone numbers chosen on the basis of area codes and prefixes to ensure a geographically representative national sample.
  - Numbers were dialed whether listed or not.
- **Respondents had to make it through the screen:**
  - Are you registered to vote?
  - Are you almost certain to vote/will you probably vote in next year's election for Congress and other offices?

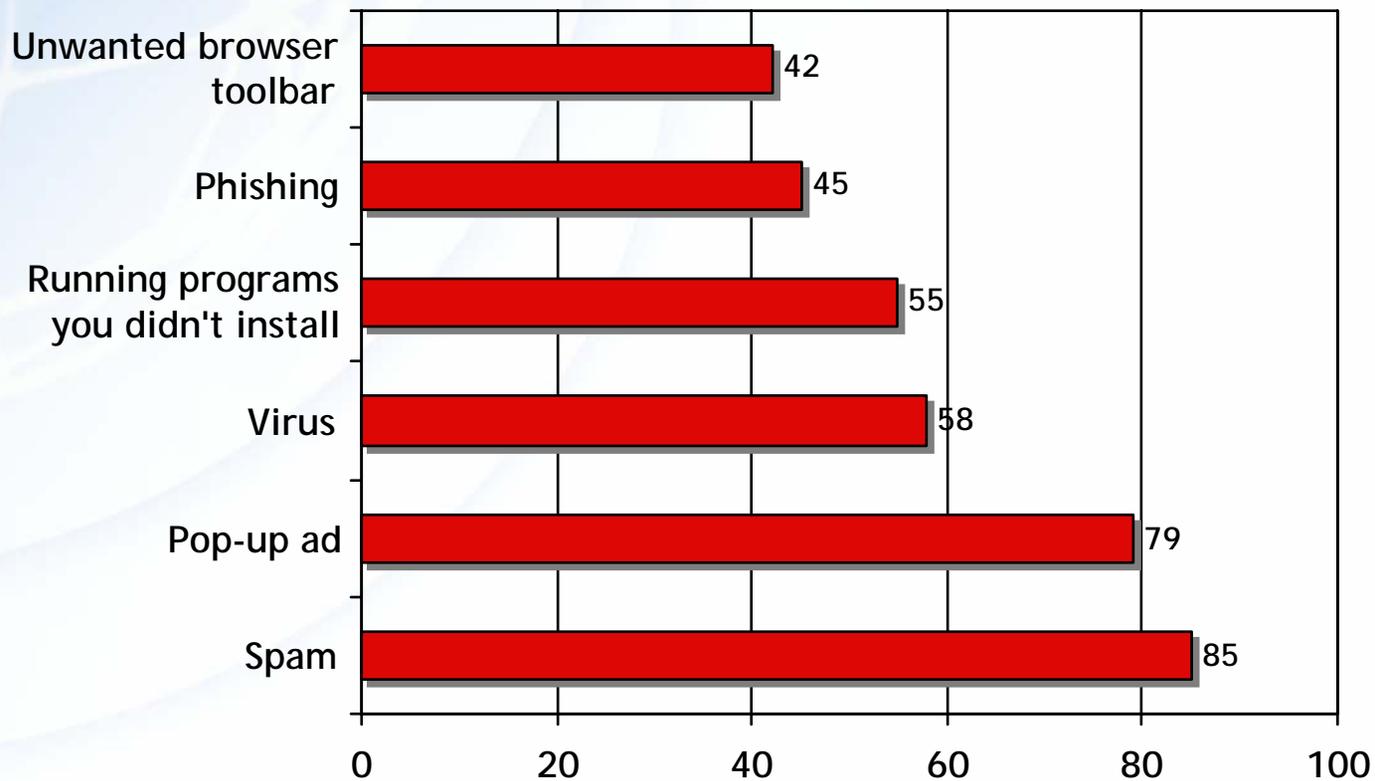
## Voters Feeling Good about the Internet

Both parties have positive feelings.



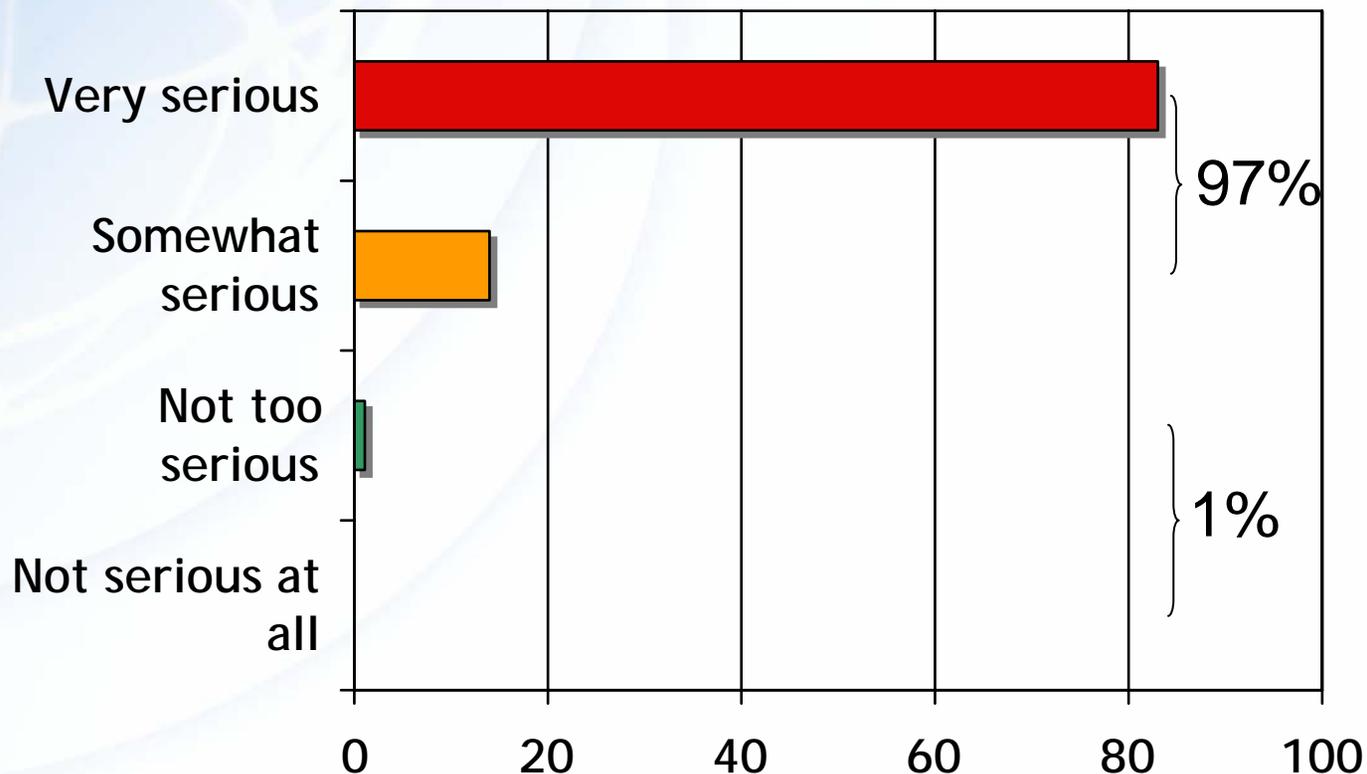
# Bad Experiences on the Internet

Has this ever happened to you?



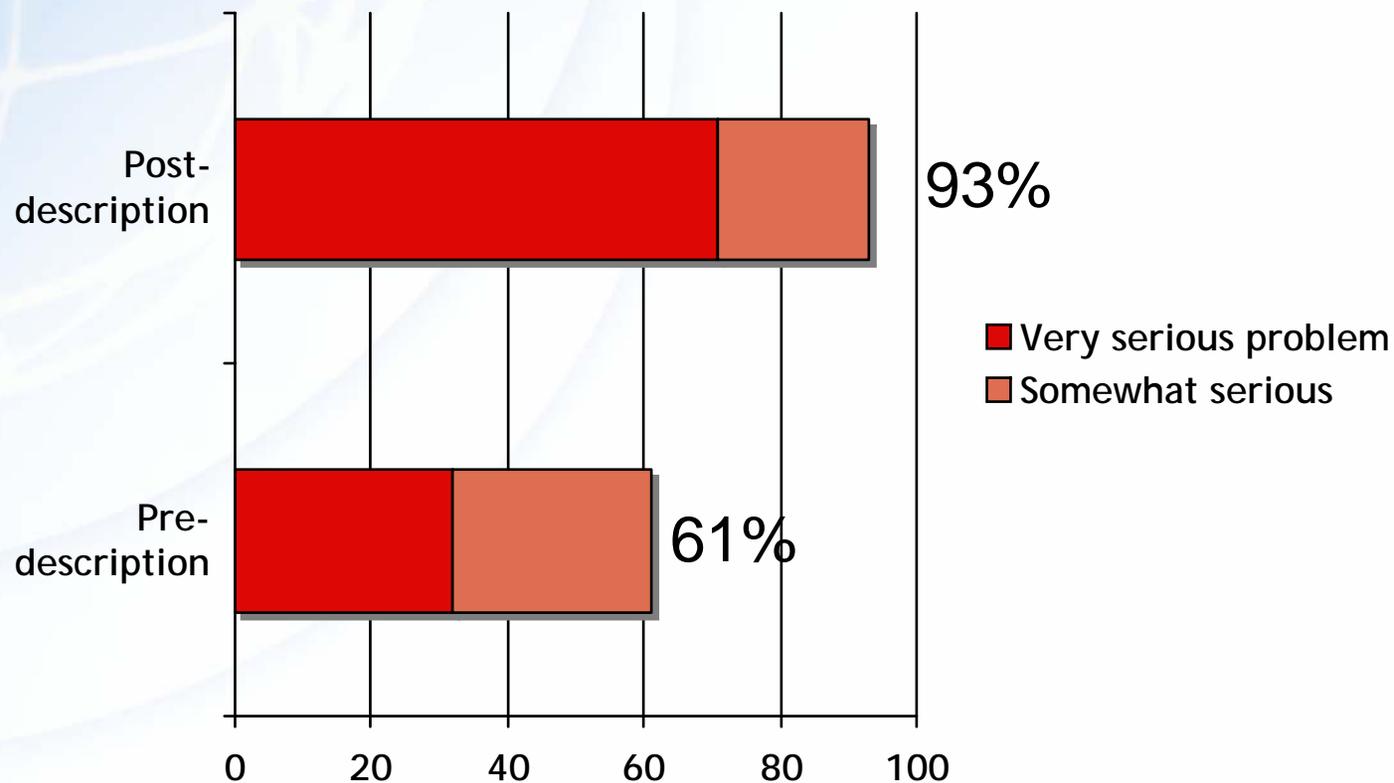
## Storm Cloud on the Horizon

How serious a problem is identity theft?



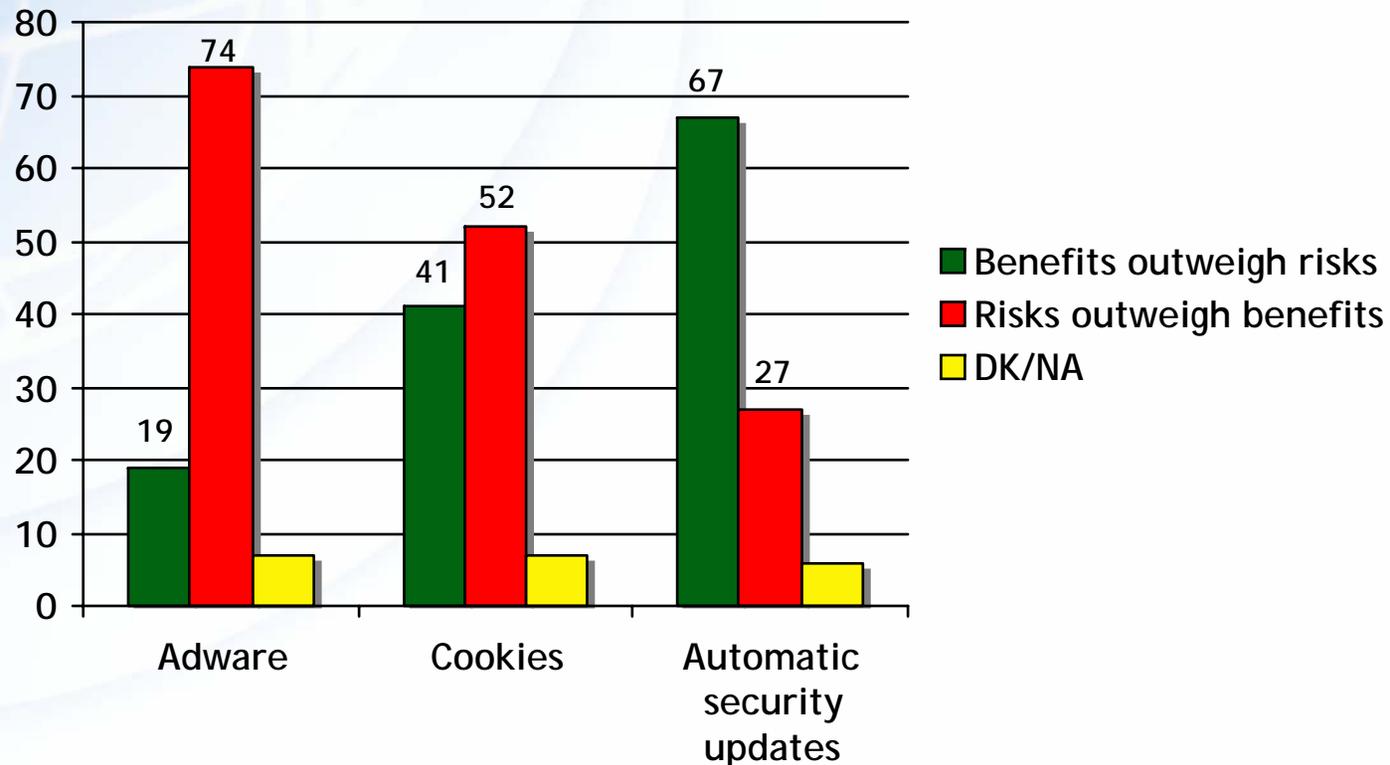
# The More Users Know about Spyware, the More They Are Concerned

When voters learn spyware has a privacy component, they get nervous.



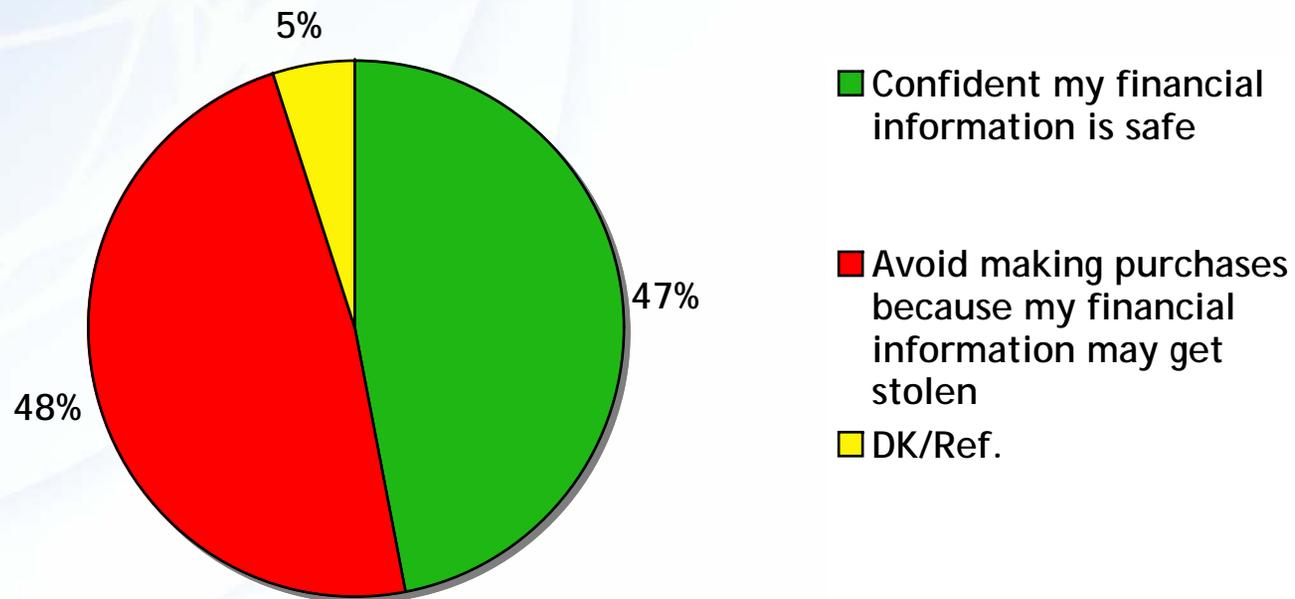
## Not All Spyware Is Created Equal

Do the benefits of this software outweigh the risks?



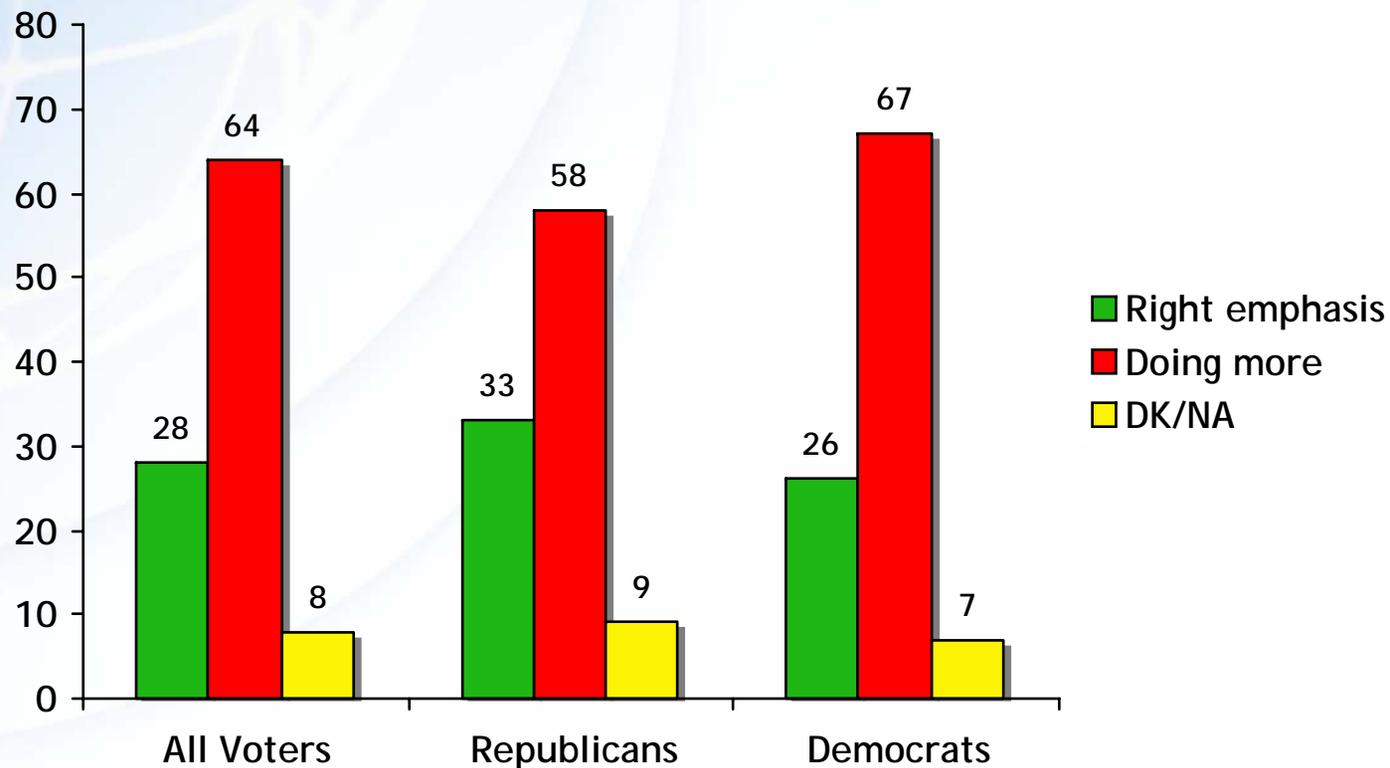
## Bad for Business

When making purchases on the Internet...



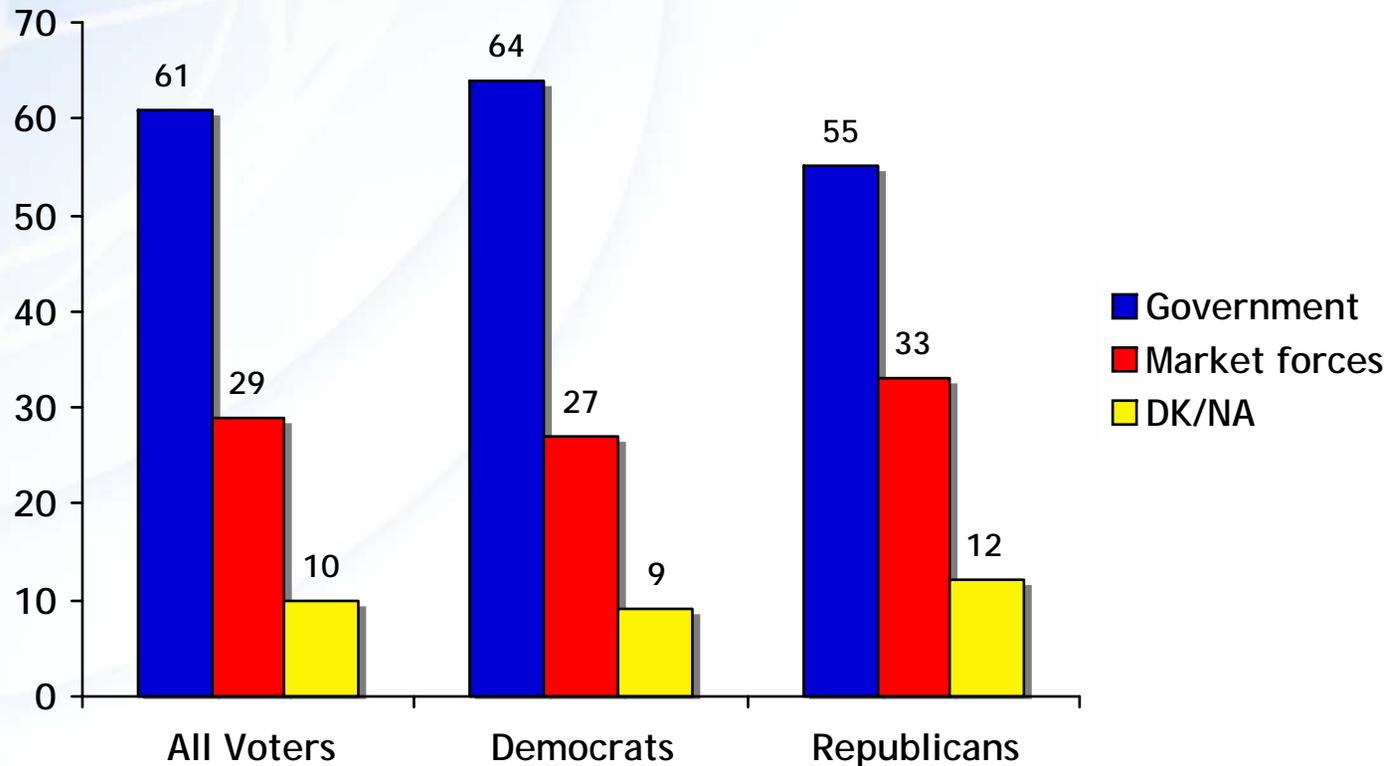
# Government Is Not Doing Enough

Is government placing the right emphasis on protecting our information systems and networks or should it be doing more?



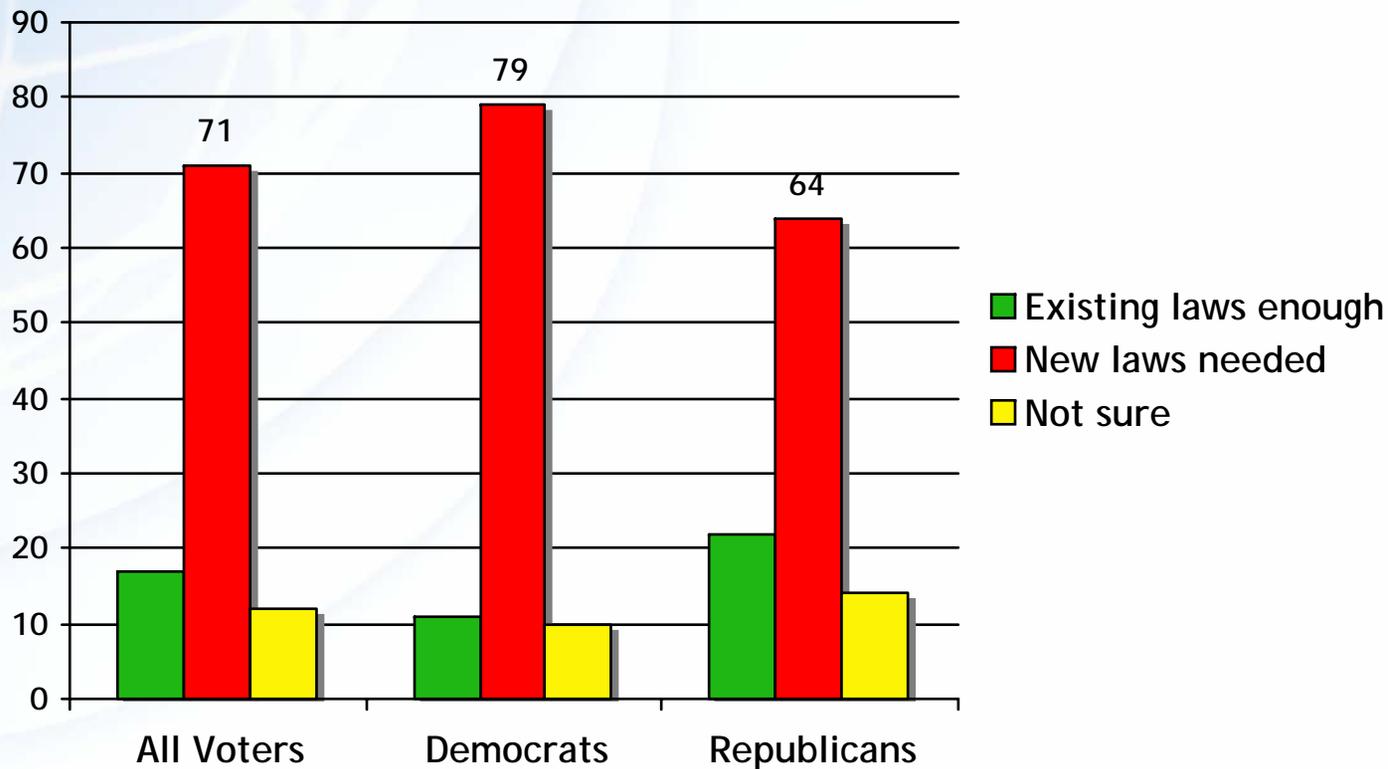
# Looking to Government for Protection

Government needs to make the Internet safe for consumers vs. market forces will push out companies that take unfair advantage of their customers.



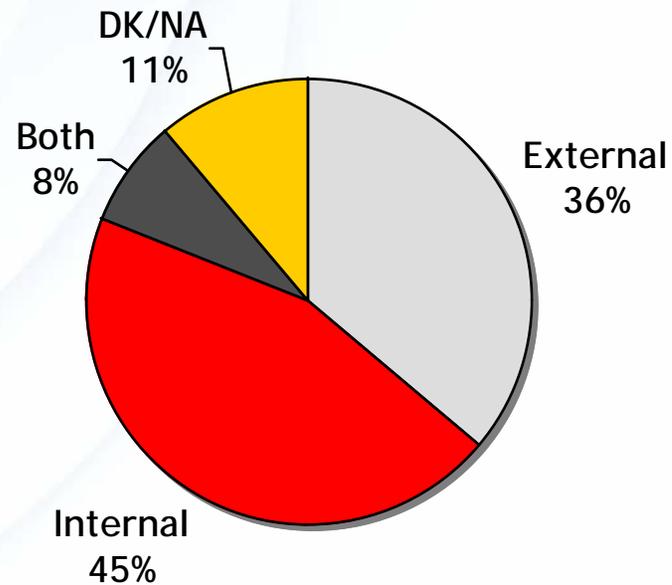
# Looking to Government for Protection

Are existing laws enough to protect consumer privacy on the Internet or do new laws need to be written?



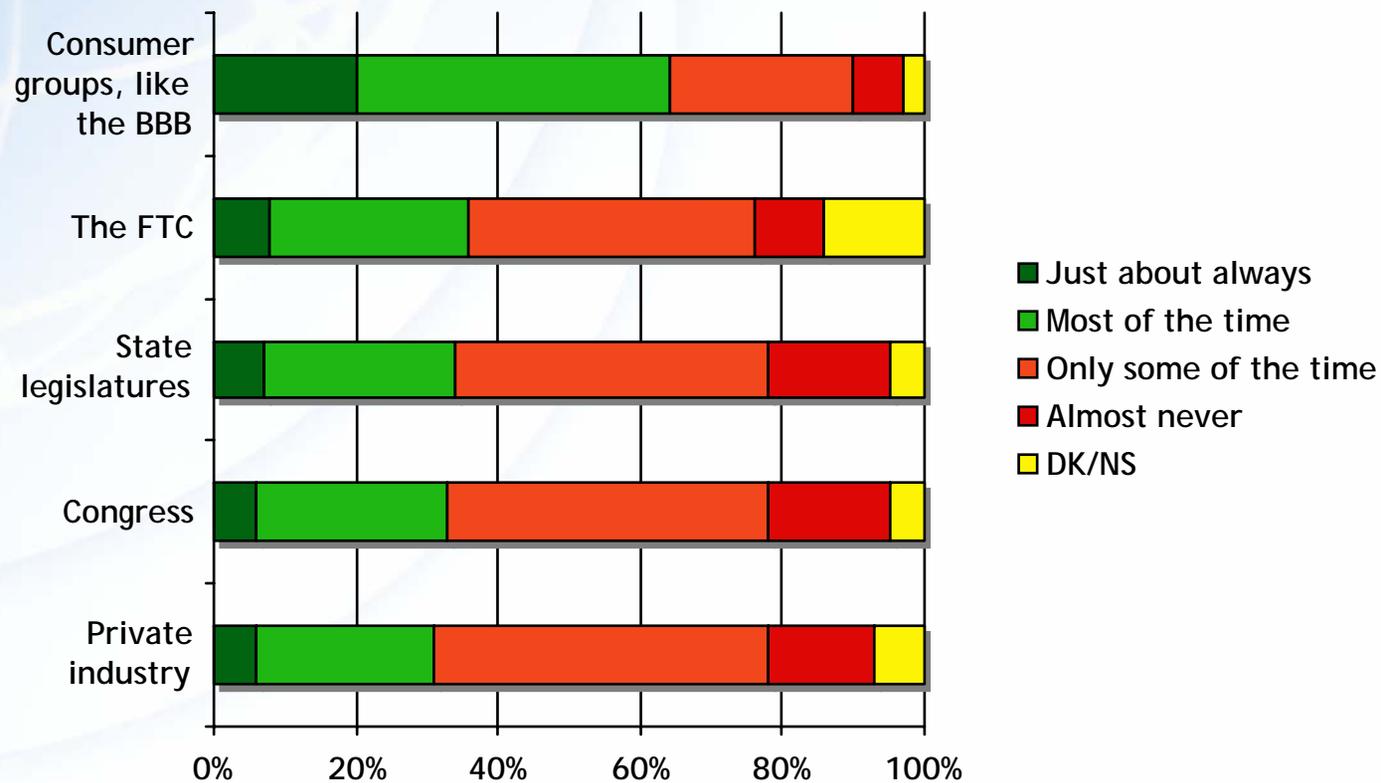
## Who Is the Real Problem?

Biggest threats to the Internet: enemy nations, organized crime and terrorist organizations (external) or small-time con artists and delinquent teenagers (internal)?



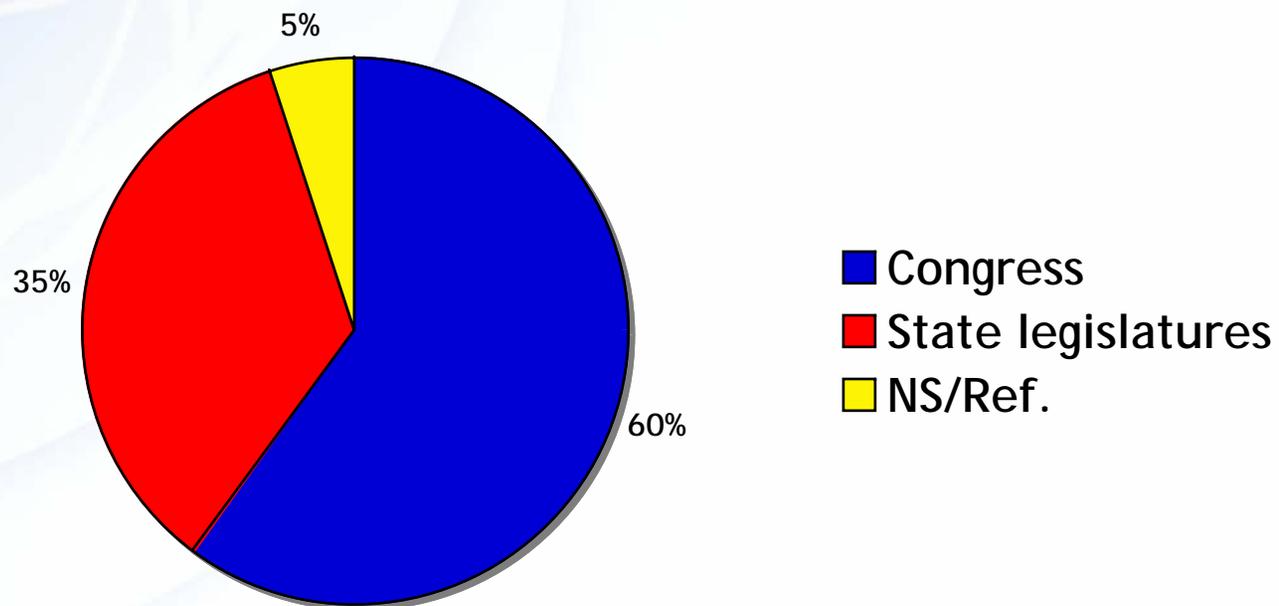
# Neither Congress nor Industry Can Do It Alone

How often can you trust this organization to do what's right when it comes to the Internet?



# Privacy Protection Is a Federal Matter

Should Congress or state legislatures create the laws that protect privacy protection?

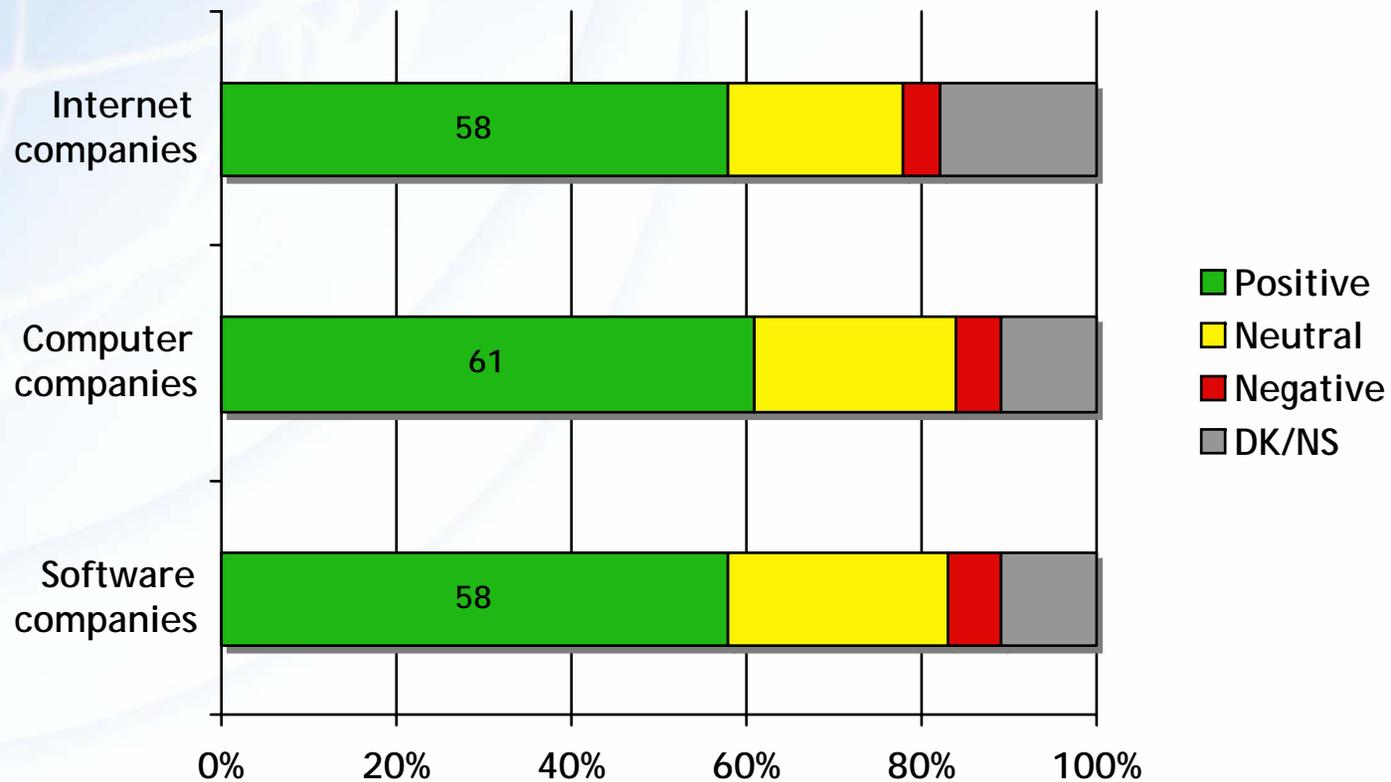


## Voters Want Stronger Enforcement

- **Three types of law making their way through Congress.**
  1. Stronger enforcement.
  2. A technical solution.
  3. Greater disclosure.
- **Voters like them all, but they prefer enforcement - making fraudulent spyware a criminal offense punishable by a fine or up to 2 years in prison.**

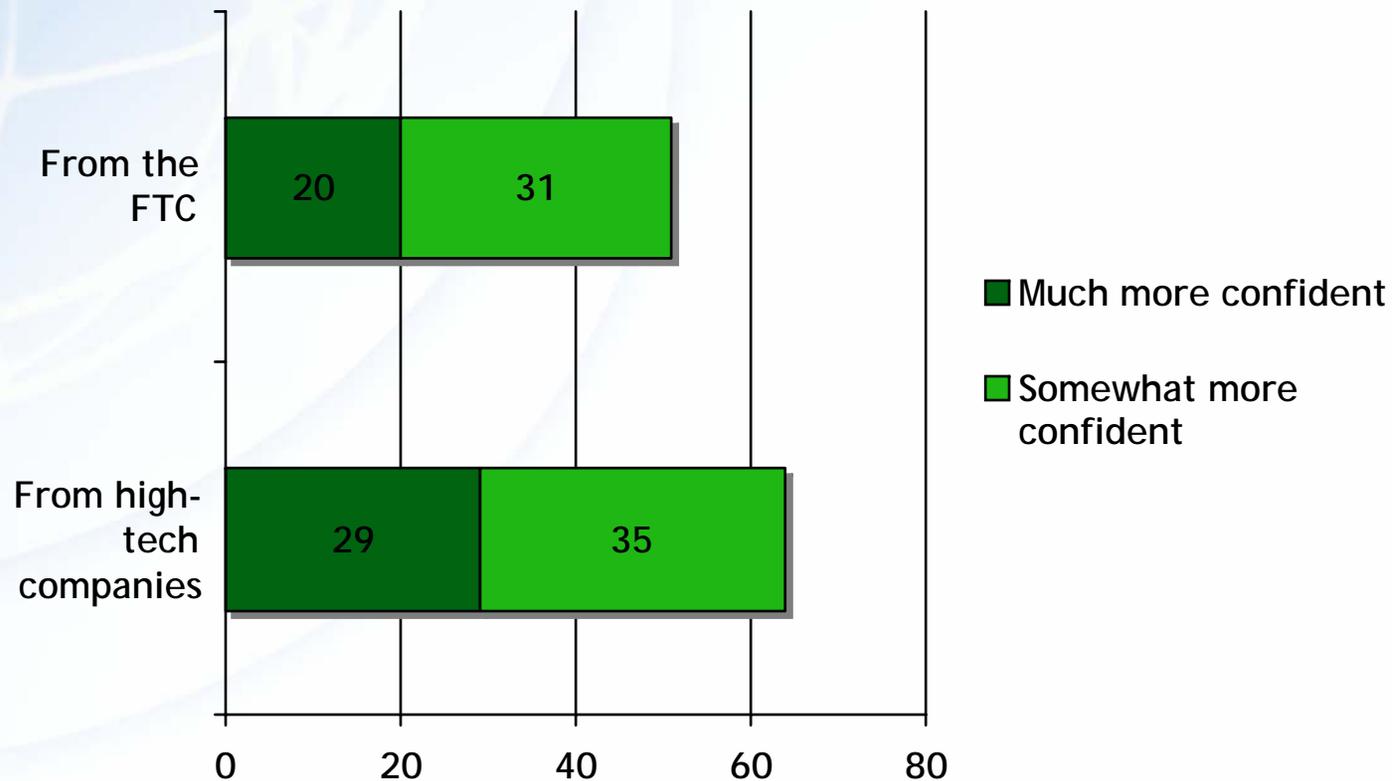
# Voters View Tech Companies Warmly

Voters may not trust industry to self-regulate, but they do have positive feelings about the various types of companies.



## Tech Companies Can Help Restore Confidence

Would a stamp of approval on software products that meet rigorous privacy and security standards make you feel more confident?



## The Call to Action

- **The survey is not a broad mandate to achieve cyber security through regulation, but a clear call to action from voters.**
- **A holistic approach to cyber security is necessary:**
  1. Tough punishment through better laws,
  2. High security standards from companies,
  3. Partnership with consumer groups, and
  4. Protection for consumers nationwide.
- **Key issues should be addressed at a national level in a thoughtful, measured way.**
  - **Congress should not duplicate requirements already in Federal law, but instead should:**
    1. Harmonize and address gaps in existing law, and
    2. Encourage the adoption of widely accepted cyber security standards.

## About Pineda Consulting

Pineda Consulting is a strategic research and communications firm located in Pasadena, California. The firm was opened by André Pineda, the former Deputy Commissioner of Corporations for the State of California. Pineda's polling experience includes Peter D. Hart Research Associates, where he worked on the NBC/Wall Street Journal Poll, and Greenberg Research, conducting polls for Fortune 500 clients like BP. Pineda was also the senior analyst at Greenberg Research for the 2000 Mexican presidential campaign. More information about Pineda Consulting can be found at [www.pinedaconsulting.com](http://www.pinedaconsulting.com).

## About CSIA

CSIA is the only advocacy group dedicated exclusively to enhancing global cyber security through public policy, education, awareness and technology. The organization is led by CEOs from the world's top security providers, who offer the technical expertise, depth and focus to encourage a better understanding of cyber security issues. It is the belief of the CSIA that a comprehensive approach to ensuring the security, integrity and availability of global information systems is fundamental to national and economic stability. To learn more about the CSIA, please visit our Web site at [www.csialliance.org](http://www.csialliance.org) or call +1-703-894-2742.



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