8.8 percent of business owners were victims of identity theft in 2012 compared to 4.7 percent of non-business owners.

75 percent of breaches came from outside sources as a result of malicious attacks; 25% came from inside, mostly as a result of human error.

Nearly 75% of small business owners said that a safe and trusted Internet is critical or somewhat critical to their business' success.

77% of small business owners believe that having strong cybersecurity and online safety posture is good for their brand.

A 2012 study by Verizon found that nearly 75 percent of data breaches analyzed were businesses of 100 employees or less.

However, 41% disagreed that their customers were concerned about the IT security of their business.

Types of Sensitive Data Held By Small Businesses:

- 1% Other
- 3% Not sure
- 22% None
- 23% Employee personal data
- 24% Intellectual property
- 30% Credit card data
- 35% Financial records and reports
- 53% Customer data

Brought to you by the Center for Identity at The University of Texas at Austin.