2017 Cox Small Business Security Survey

A survey of nearly 700 American entrepreneurs explores their thoughts about the physical security of their businesses, and shares the steps they take to protect their locations from internal and external security issues.

Theft as an Inside Job
Slightly more than one in five (22 percent) of small businesses owners have been a victim of employee theft. When selecting from a list of security issues, 52 percent had not experienced any type of security issue.

Checking Them Out
More than a quarter of small business owners never perform background checks when hiring employees, with nearly half performing background checks most of the time.

Eyes and Ears on the Ground
When they’re away for more than 24 hours, small business owners rely on managers and staff to help monitor their businesses.

Don’t Lose Any Sleep Over It
Although 22 percent of respondents had been a victim of employee theft, only 10 percent of respondents lose sleep over that specific security concern. Business owners responded accordingly to which business concerns they lose sleep over.
Cameras Aren’t Rolling...Yet

Thirty-seven percent of small business owners have a video surveillance system and 22% check it daily.

- 63% Do not have video surveillance
- 22% Check daily
- 7% Check once a week
- 4% Never check
- 4% Check once a month

On-the-Go Security

While many business owners do not have a video surveillance system, they recognize the following as primary benefits for having one:

- 50% Remotely monitor business security
- 41% Record security threats
- 28% Employees feel safer
- 28% Reduce insurance rate
- 25% Monitor employee theft
- 17% Monitor employee productivity

Security Concerns in the Digital Age

Survey respondents are more concerned with cybersecurity than physical security, with 35 percent spending more to tackle cybersecurity.

- 44% More concerned with cybersecurity
- 35% Equally concerned with both
- 21% More concerned with physical security
- 37% Spends an equal amount on both
- 28% Spends more on physical security
- 35% Spends more on cybersecurity

To Catch a Thief

Business owners who have video surveillance say it has helped them with the following:

- 13% Identify employee theft
- 13% Provide proof for insurance
- 12% Record acts of vandalism
- 10% Document on-premise injuries

What’s the Emergency?

More than half of small business owners lack an emergency preparedness plan of how to address various security issues. Here’s a complete breakdown:

- 56% Do not have an emergency plan
- 27% Reviews emergency plan at least once per year
- 10% Does not review emergency plan
- 7% Reviews every other year

About the 2017 Cox Small Business Security Survey

Cox Business commissioned a blind survey of small business owners in April 2017. Online survey respondents included a total of 662 small business owners. The margin of error for this survey is plus or minus 4 percent.

About Cox Business

Cox Communications is a broadband communications and entertainment company, providing advanced digital video, Internet, telephone and home security and automation services over its own nationwide IP network. Cox Business is a facilities-based provider of voice, video and data solutions for commercial customers. Cox is known for its pioneering efforts in broadband, voice and commercial services, industry-leading customer care and its outstanding workplaces. For more information about Cox Communications, a wholly owned subsidiary of Cox Enterprises, is available at www.cox.com and www.coxmedia.com.