



Data Breaches and Sensitive Data Risk

**Sponsored by Informatica & Scale Venture
Partners**

Independently conducted by Ponemon Institute LLC

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Ponemon Institute, February 2016

Part 1. Introduction

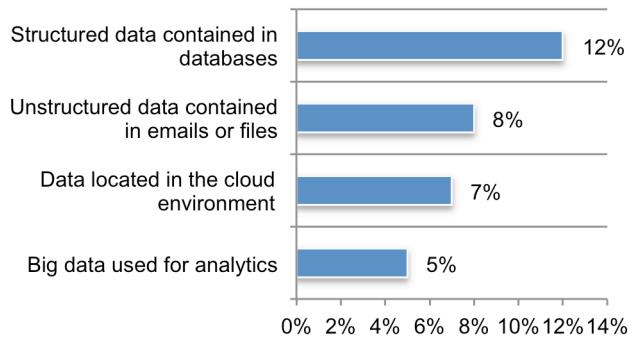
Ponemon Institute is pleased to present the results of *Data Breaches and Sensitive Data Risks* sponsored by Informatica and Scale Venture Partners. The purpose of this research is to learn how organizations are assessing and minimizing risks to their sensitive and confidential information in order to prevent a data breach.

We surveyed 432 US IT and IT security practitioners. To ensure a knowledgeable and quality response, only IT practitioners whose job involves IT security and or data protection activities in their companies participated in this research. Their primary responsibilities include evaluating program performance, managing IT security risks and managing IT budgets. Fifty-eight percent of respondents describe their companies' security function as centralized across the enterprise, 25 percent say it is decentralized by line of business and 17 percent say it is hybrid.

According to participants in this research, the two most significant security problems are: not knowing the location of sensitive and not knowing the data risk. As shown in Figure 1, only 12 percent of respondents know the risk of structured data contained in databases. According to respondents, companies represented in this research have an average of 4,275 structured databases.

Similarly very few know the risk to unstructured data contained in emails or files (8 percent of respondents), data located in the cloud (7 percent of respondents) and big data used for analytics (5 percent of respondents).

Figure 1. Do you know the risk to all sensitive data in your organization?



The consequence of not knowing the risk makes a data breach the top security concern for companies represented in this research. However, they believe having the right technologies, including automated solutions that discover where sensitive data has proliferated, would increase their ability to mitigate the risk of a data breach.

Other key takeaways from this research include the following:

Sixty-two percent of respondents worry most about the inability to determine the location of their organizations' sensitive or confidential data is. This is followed by not knowing their organization's data risk (60 percent of respondents). Other concerns include the migration to new mobile platforms (56 percent of respondents) and third party or outsourcer management of data.

A data breach is the top IT security risk and one that is increasing. Companies continue to struggle with reducing the possibility of a data breach. When asked to select the one IT security risk that causes the most problems, it is the data breach of sensitive information, according to 35 percent of respondents. This is followed by employee/user negligence (21 percent of respondents). Non-compliance and malware/advanced persistent threats are considered the least IT security risk.

Data breach risks are increasing. Sixty-five percent of respondents say the risk of a data breach of sensitive or confidential information is increasing and 63 percent say the risk of external attacks is increasing. Also increasing is malware/advanced persistent threats (59 percent of respondents).

Many companies use homegrown automated solutions to discover sensitive data and assess its risk. More than half (51 percent) of respondents say their companies use an automated solution to understand the data that needs to be protected. Sixty-four percent of respondents say the solution to discover sensitive data is developed in-house and 45 percent of respondents say they use a solution provided by a vendor.

Respondents are uncertain what user activity is being tracked. While many companies are using these automated solutions, 49 percent of respondents say they don't know what is being tracked. If they do know, 45 percent of respondents say they are tracking privileged user access and 40 percent of respondents say they are tracking data risk escalation. However, the biggest gaps in what user activity is being tracked and what should be tracked are: privileged user access, cross border transfers, high volume access and new proliferation of data.

Data classification is the technology most often used to stop data breaches. According to 74 percent of respondents, their companies are using data classification tools to improve data security. This tool is followed by: data monitoring (69 percent of respondents), encryption or tokenization (61 percent of respondents) and data discovery (55 percent of respondents).

Certain risks could not be addressed by commercial solutions. According to respondents, it was not possible to find commercial solutions to deal with the risks of employee and user negligence and malicious insiders (68 percent and 66 percent of respondents, respectively). As a result, they had to build a solution in-house. Similarly, 49 percent of respondents say they had to build a solution to prevent data breaches and another 49 percent of respondents say there were no commercial solutions that addressed their malware/advanced persistent threats.

Respondents predict the process and target-focused security controls that will be most relevant over the next three-to-five years. The most important process-focused controls will be: security intelligence analytics to identify risk and threats (52 percent of respondents), threat feeds and intelligence sharing (45 percent of respondents), advanced authentication & identification schemes (40 percent of respondents) and user provisioning and identity management, especially cloud and social media (37 percent of respondents).

The most important target-focused security controls will be: cloud service brokers and cloud application gateways (40 percent of respondents), user awareness training (39 percent of respondents) information protection and control (DLP, tracking, masking, encryption) (35 percent of respondents) and database firewall/activity monitoring (30 percent of respondents).

How do companies determine what changes to make to their security programs? With the multitude of security threats facing companies, how do they decide the areas of their IT security programs to refine or change? Sixty-seven percent of respondents look at threats and vulnerabilities that need to be attended to and 63 percent say they decide based on budget or resource constraints. Fifty-three percent of respondents say their companies look at what parts of program need to mature or evolve.

What trends will influence IT security decision-making and programs? Over the next three to five years, the three top industry trends that will most affect companies' decisions related to their security programs are: consumerization of IT and/or shadow IT (45 percent of respondents), mobility such as smartphones and tablets (40 percent of respondents) and increased stealth and sophistication of the attacker (34 percent of respondents).

Part 2. Key findings

In this section we provide an analysis of the key findings. The complete audited findings are shown in the appendix of this report. We have organized the report according to the following topics:

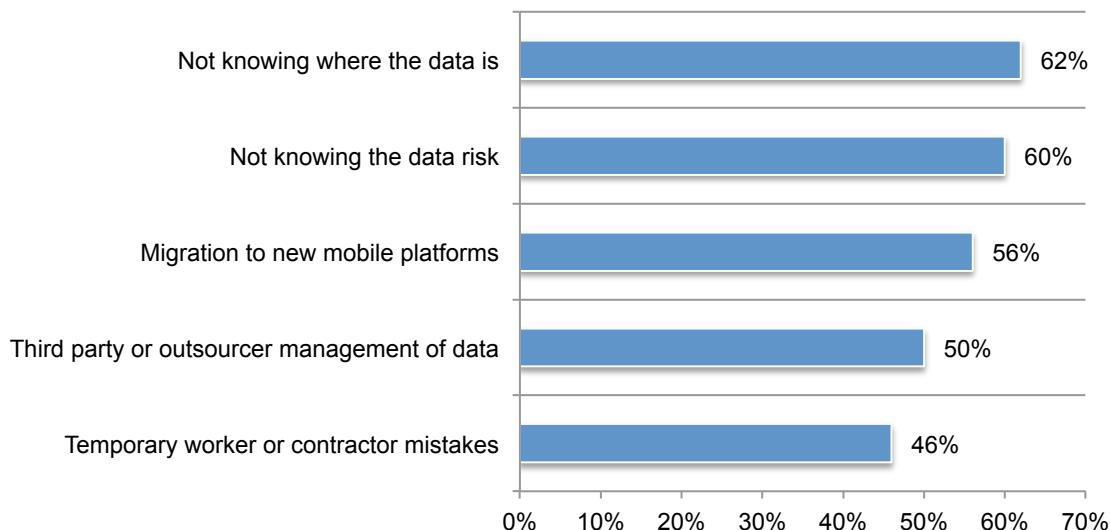
- Data breaches are the top IT security risk
- Technology solutions to address data security risks
- The future of IT security programs and decision-making

Data breaches are the top IT security risk

What keeps IT practitioners up at night? As shown in Figure 2, the biggest worry is the inability to determine the location of their organizations' sensitive or confidential data is, according to 62 percent of respondents. This is followed by not knowing their organization's data risk (60 percent of respondents). Other concerns include the migration to new mobile platforms (56 percent of respondents) and third party or outsourcer management of data.

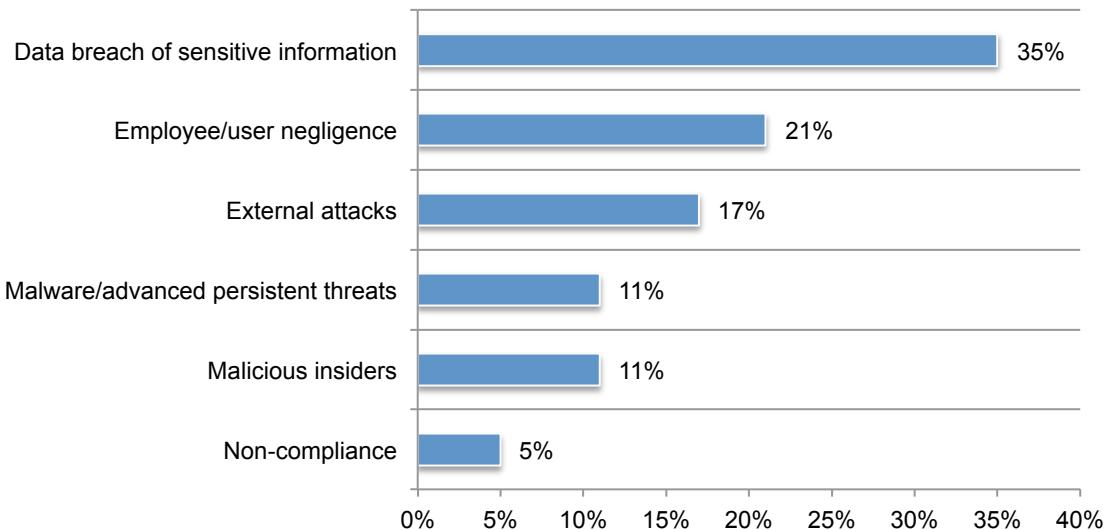
Figure 2. What keeps you up at night?

Four responses permitted



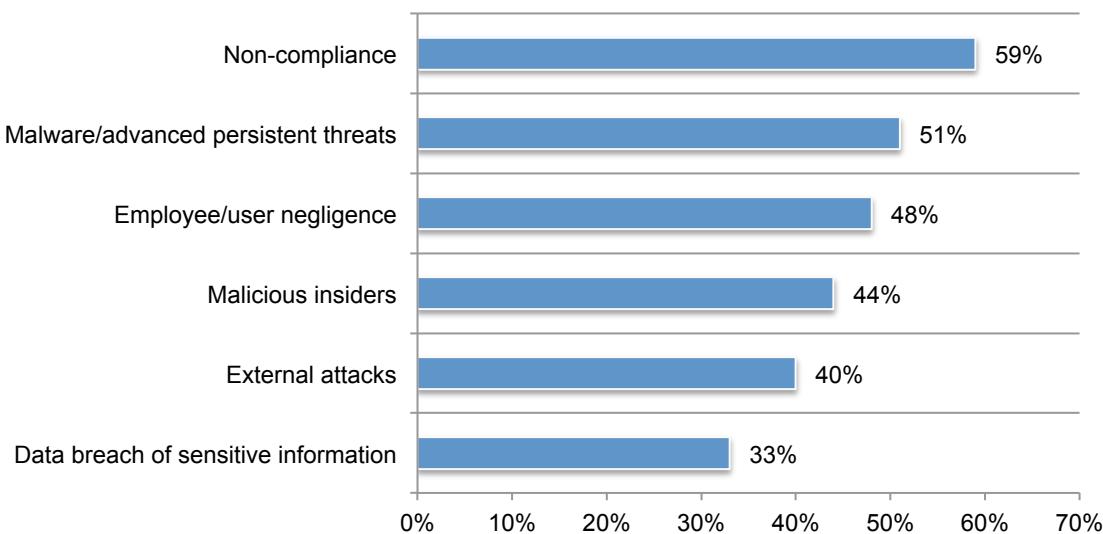
A data breach is the top IT security risk and one that is increasing. Companies continue to struggle with reducing the possibility of a data breach. When asked to select the one IT security risk that causes the most problems, it is the data breach of sensitive information, according to 35 percent of respondents and revealed in Figure 3. This is followed by employee/user negligence (21 percent of respondents). Non-compliance and malware/advanced persistent threats are considered the least IT security risk.

Figure 3. What is your organization's top IT security risk?



Consistent with these findings, respondents are most confident in controls used to achieve compliance with regulations and minimize malware/advanced persistent threats. While employee and user negligence is a top IT security risk, respondents are fairly confident in the controls in place to prevent a security incident, as presented in Figure 4.

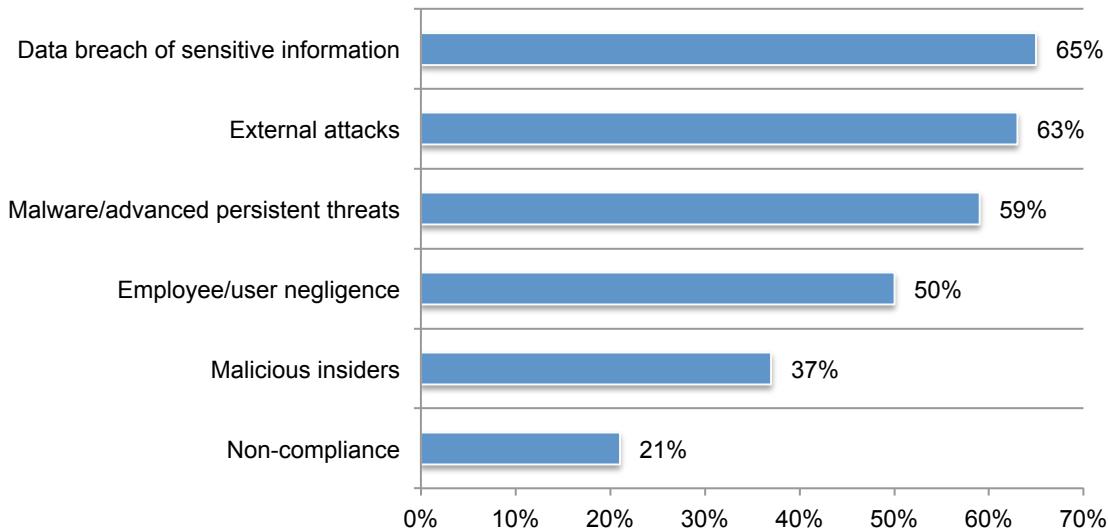
Figure 4. How confident are you in current controls used to manage security risks?
Very confident and confident responses combined



Data breach risks are increasing. According to Figure 5, 65 percent of respondents say the risk of a data breach of sensitive or confidential information is increasing and 63 percent say the risk of external attacks is increasing. Also increasing is malware/advanced persistent threats (59 percent of respondents). However, as discussed above, there is confidence in the ability of existing controls to deal with these threats.

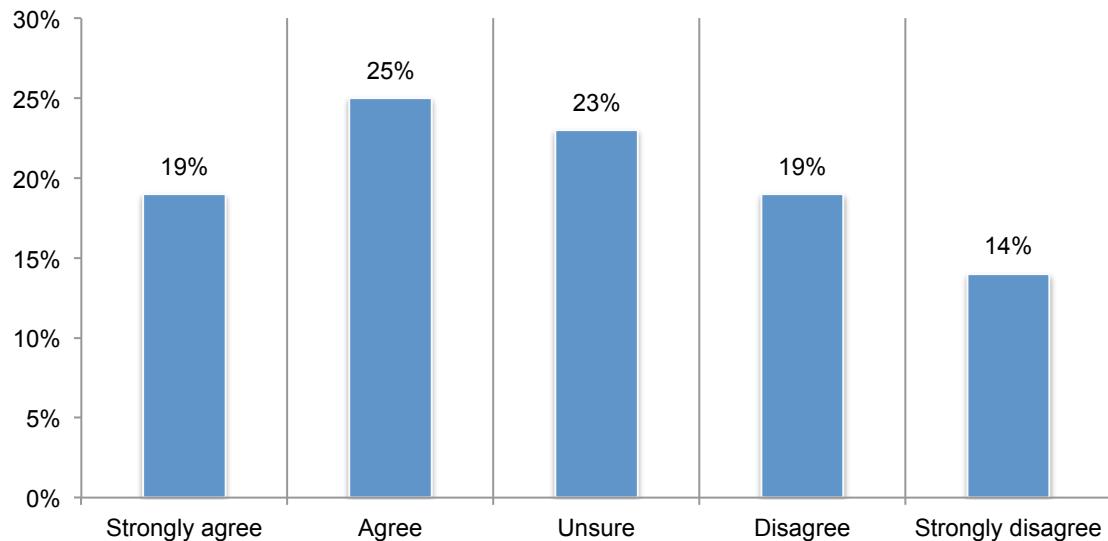
Figure 5. Which IT security risks are increasing?

Increasing responses presented



Securing sensitive and confidential data is not the priority it should be. As presented in Figure 6, 56 percent of respondents are unsure (23 percent) or disagree (33 percent) that their organizations' believe in the importance of protecting data.

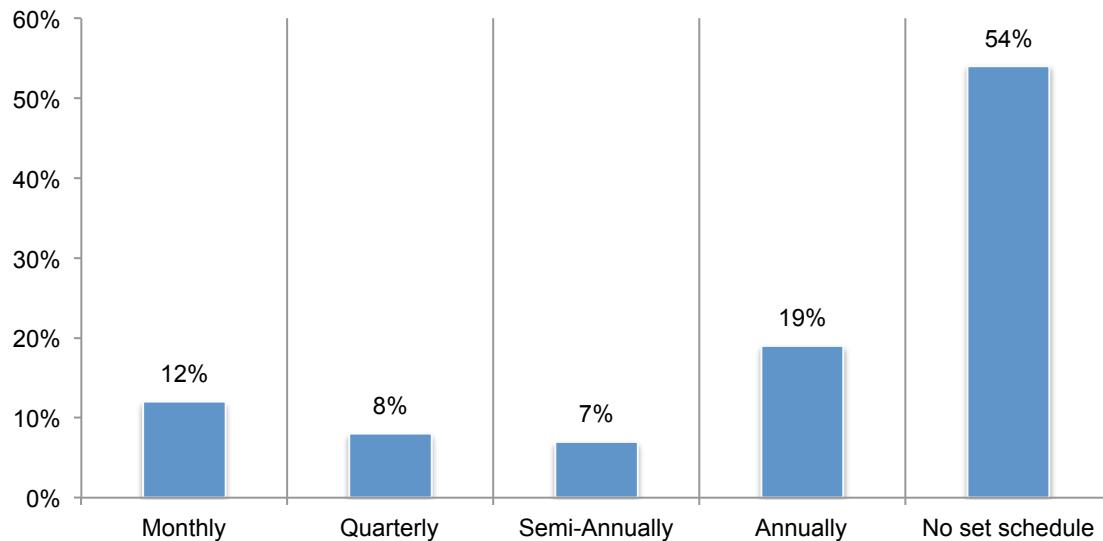
Figure 6. In my organization, securing and protecting data is a high priority



This lack of interest on the part of management could be related to not receiving information from the IT security function about the importance of safeguarding sensitive and confidential information. In fact, only 34 percent of respondents say their organizations have defined metrics to communicate the business impact of their security program to colleagues and management.

On average, 35 percent of an organization's data is considered sensitive or confidential. As shown in Figure 7, 54 percent of respondents say their organizations have no set schedule to assess the risk to its sensitive data.

Figure 7. How frequently does your organization assess the risk of its sensitive data?

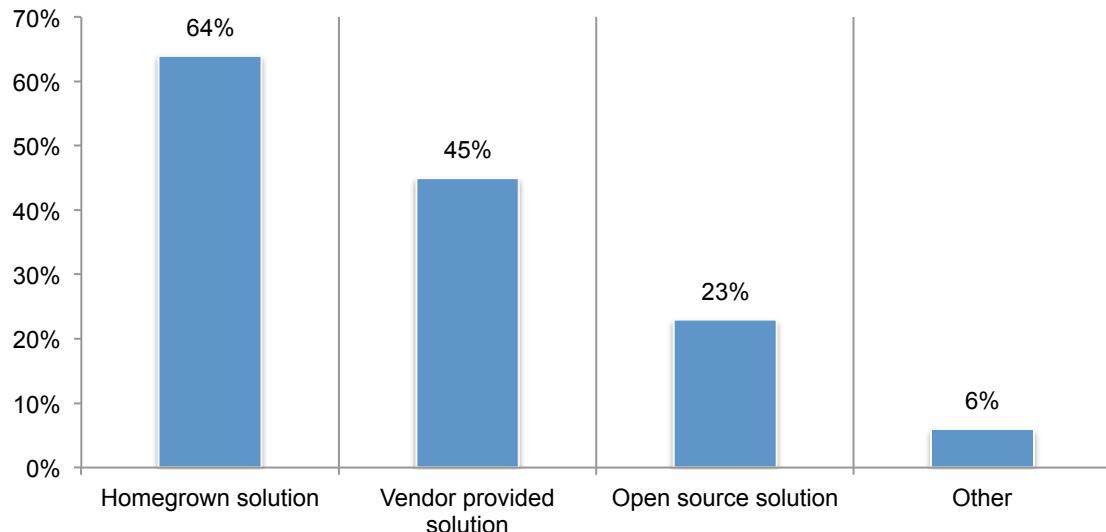


Technology solutions to address data security risks

Many companies use homegrown automated solutions to discover sensitive data and assess its risk. More than half (51 percent) respondents say their companies use an automated solution to understand the data that needs to be protected. As shown in Figure 8, 64 percent of respondents say the solution to discover sensitive data is developed in-house and 45 percent of respondents say they use a solution provided by a vendor,

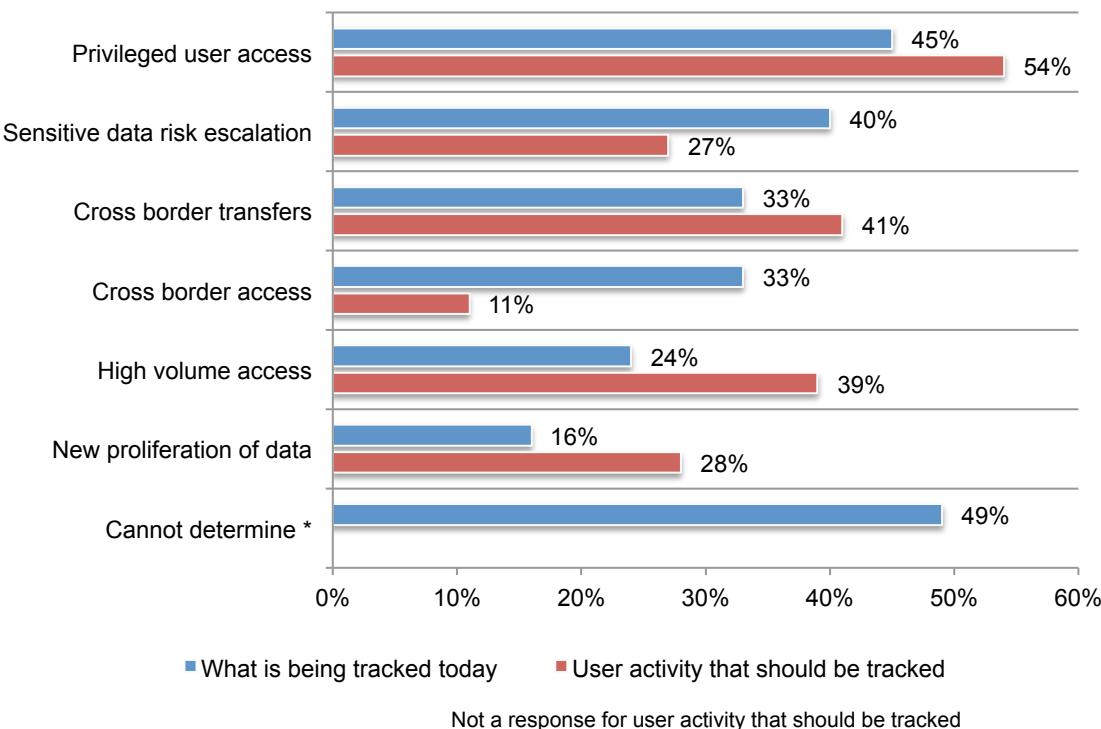
Figure 8. What automated solutions does your organization use to discover sensitive data and assess its risk?

More than one response permitted



Respondents are uncertain what user activity is being tracked. While many companies are using these automated solutions, 49 percent of respondents, as shown in Figure 9, say they don't know what is being tracked. If they do know, 45 percent of respondents say they are tracking privileged user access and 40 percent of respondents say they are tracking data risk escalation. However, the biggest gaps in what user activity is being tracked and what should be tracked are: privileged user access, cross border transfers, high volume access and new proliferation of data.

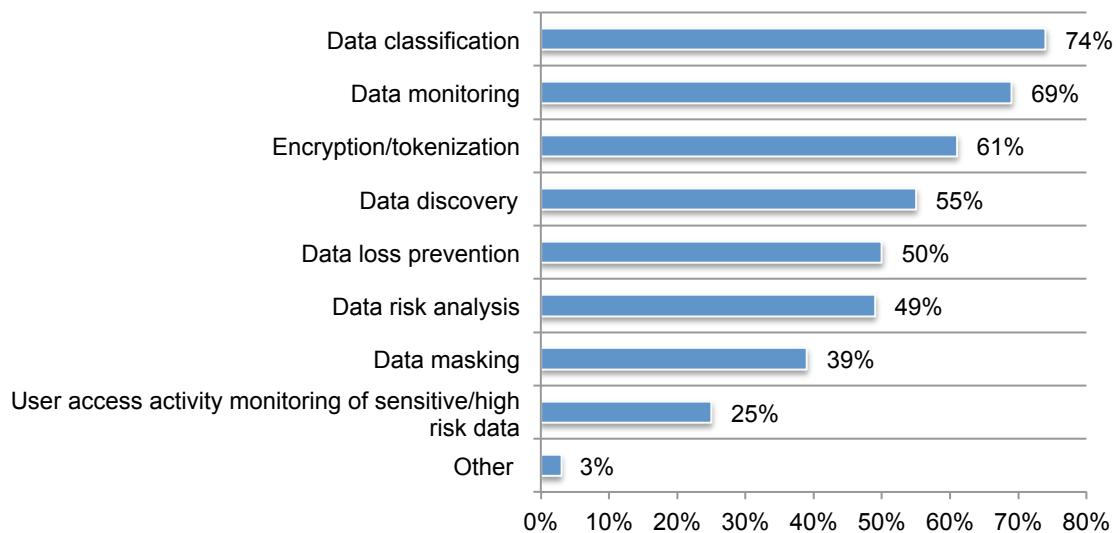
Figure 9. What should be tracked and what is tracked today with an automated solution?
More than one response permitted



Data classification is the technology most often used to stop data breaches. According to 74 percent of respondents, their companies are using data classification tools to improve data security. This tool is followed by: data monitoring (69 percent of respondents), encryption or tokenization (61 percent of respondents) and data discovery (55 percent of respondents), as shown in Figure 10.

Figure 10. Technologies or “tools” organization have in place today to address data security

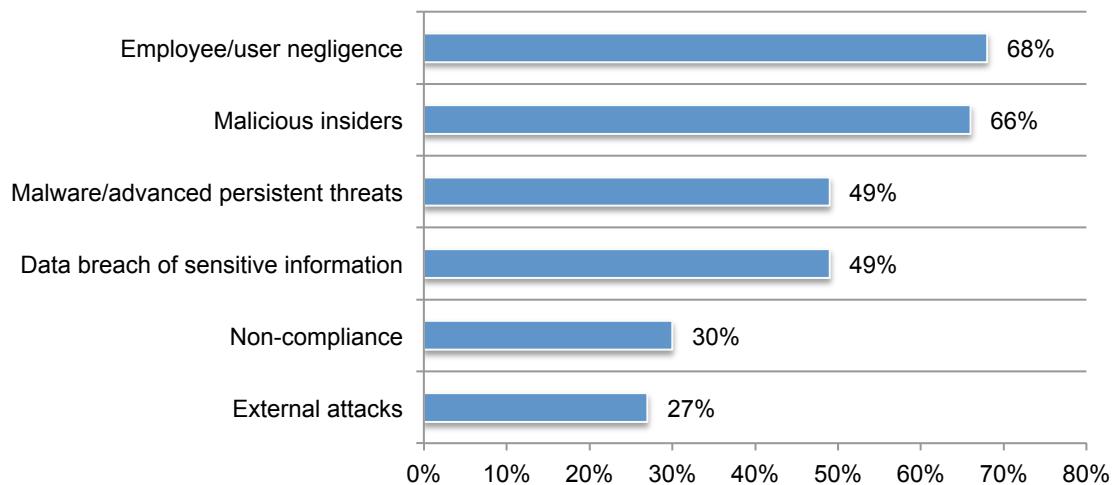
More than one response permitted



Certain risks could not be addressed by commercial solutions. According to respondents, as shown in Figure 11, it was not possible to find commercial solutions to deal with the risks of employee and user negligence and malicious insiders (68 percent and 66 percent of respondents, respectively). As a result, they had to build a solution in-house. Similarly, 49 percent of respondents say they had to build a solution to prevent data breaches and another 49 percent of respondents say there were no commercial solutions that addressed their malware/advanced persistent threats.

Figure 11. For which risks did you need to build a solution in-house because there were no viable commercial alternatives?

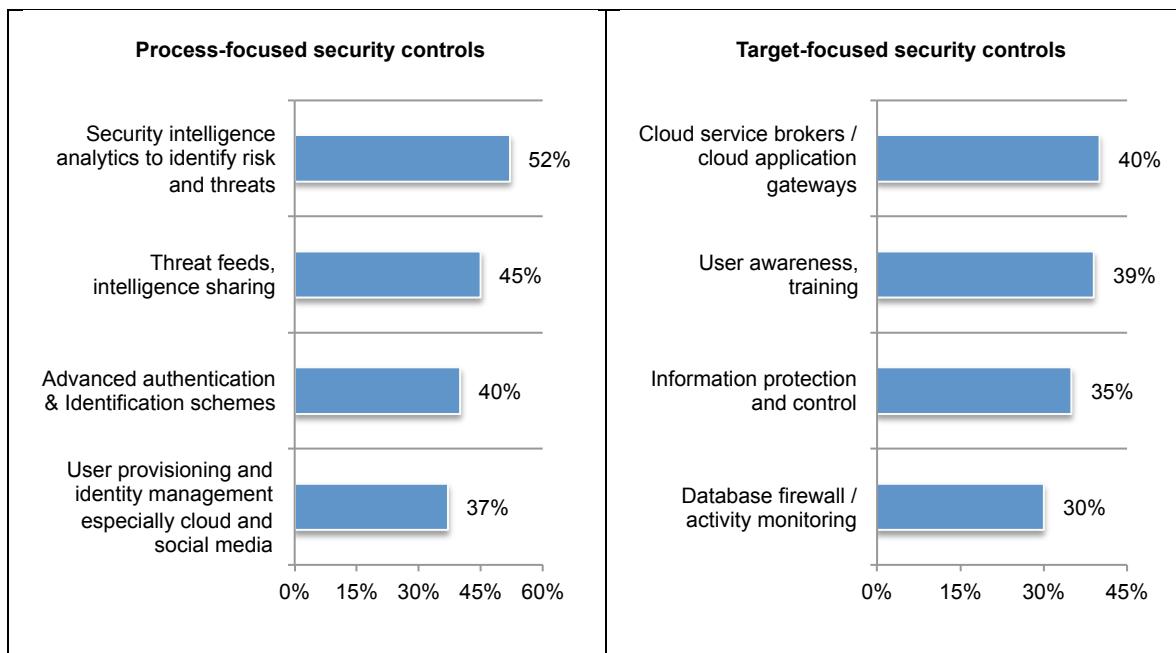
More than one response permitted



Respondents predict the process and target-focused security controls that will be most relevant over the next three-to-five years. According to Figure 12, The most important process-focused controls will be: security intelligence analytics to identify risk and threats (52 percent of respondents), threat feeds and intelligence sharing (45 percent of respondents), advanced authentication & identification schemes (40 percent of respondents) and user provisioning and identity management, especially cloud and social media (37 percent of respondents).

The most important target-focused security controls will be: cloud service brokers and cloud application gateways (40 percent of respondents), user awareness training (39 percent of respondents) information protection and control (DLP, tracking, masking, encryption) (35 percent of respondents) and database firewall/activity monitoring (30 percent of respondents).

Figure 12. Which process and target-focused security controls will be the most relevant?
More than one response permitted

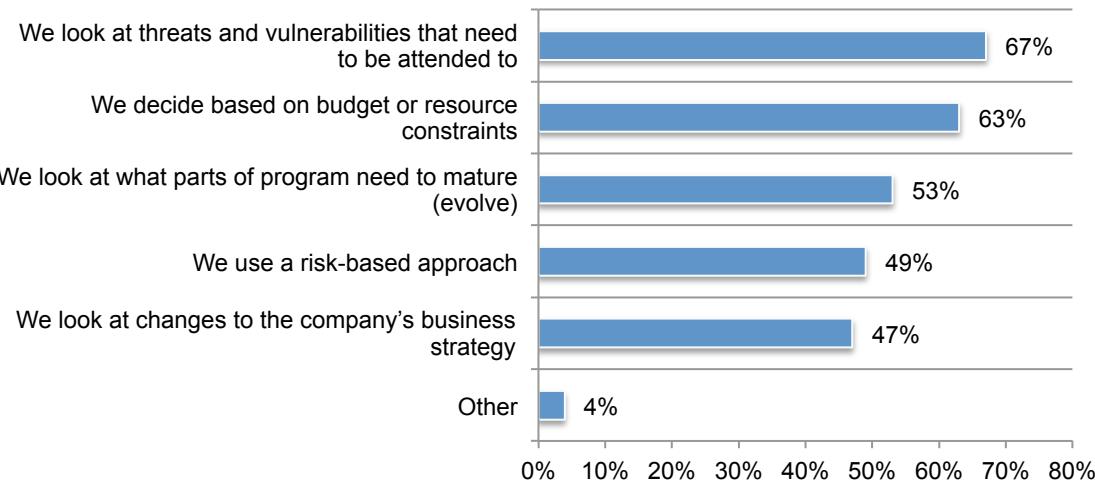


The future of IT security programs and decision-making

How do companies determine what changes to make to their security programs? With the multitude of security threats facing companies, how do they decide the areas of their IT security programs to refine or change? As shown in Figure 13, 67 percent of respondents look at threats and vulnerabilities that need to be attended to and 63 percent say they decide based on budget or resource constraints. Fifty-three percent of respondents say their companies look at what parts of program need to mature or evolve.

Figure 13. How does your security operations team determine what areas of the IT security program need to be refined or changed?

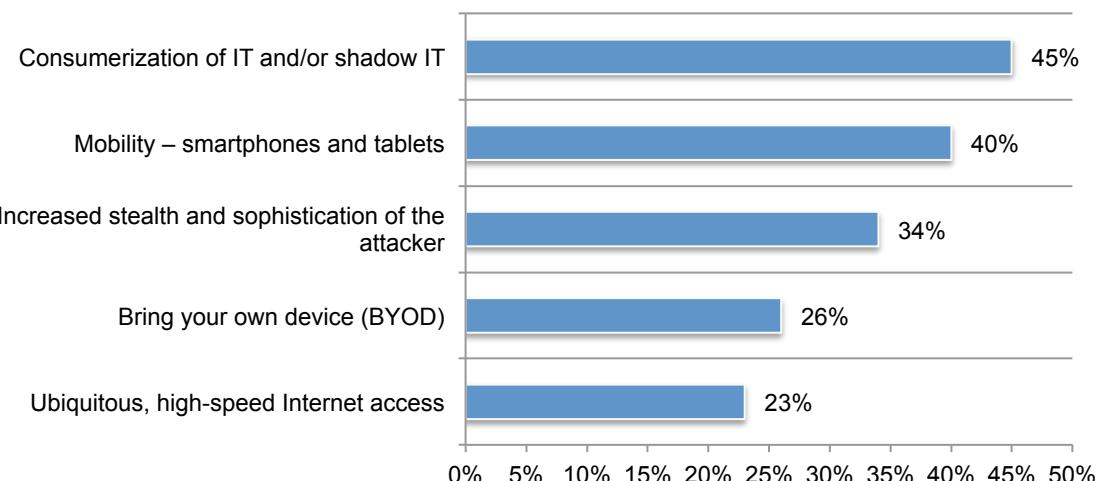
More than one response permitted



What trends will influence IT security decision-making and programs? Over the next three to five years, the three top industry trends that will most affect companies' decisions related to their security programs are: consumerization of IT and/or shadow IT (45 percent of respondents), mobility such as smartphones and tablets (40 percent of respondents) and increased stealth and sophistication of the attacker (34 percent of respondents), as shown in Figure 14.

Figure 14. Trends that will have the biggest impact on the IT security program's decision-making process

More than one response permitted



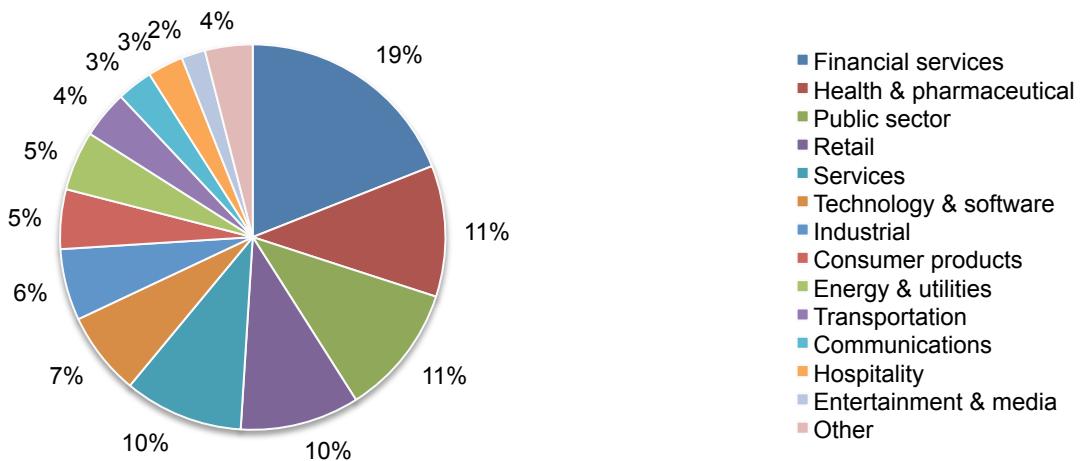
Part 3. Methods

A sampling frame of 13,095 experienced IT and IT security practitioners located in the United States were selected as participants to this survey. To ensure knowledgeable responses, only IT practitioners whose job involves IT security and or data protection activities in their companies were selected as participants in this research. Table 1 shows 537 total returns. Screening and reliability checks required the removal of 105 surveys. Our final sample consisted of 432 surveys (3.3 percent response rate).

Table 1. Sample response	Freq	Pct%
Total sampling frame	13,095	100%
Total returns	537	4.1%
Rejected or screened surveys	105	0.8%
Final sample	432	3.3%

Pie Chart 1 reports the industry segments of respondents' organizations. This chart identifies financial services (19 percent) as the largest segment, followed by health & pharmaceutical (11 percent), and public sector (11 percent).

Pie Chart 1. Industry classification of respondents' organizations



In addition to the United States, 72 percent of respondents reported having employees located in Europe, 67 percent responded Canada and 63 percent reported having employees in Asia-Pacific as shown in Table 2.

Table 2. Location of employees	Pct%
United States	100%
Europe	72%
Canada	67%
Asia-Pacific	63%
Latin America (including Mexico)	61%
Middle East & Africa	54%

Part 4. Caveats

There are inherent limitations to survey research that need to be carefully considered before drawing inferences from findings. The following items are specific limitations that are germane to most web-based surveys.

Non-response bias: The current findings are based on a sample of survey returns. We sent surveys to a representative sample of individuals, resulting in a large number of usable returned responses. Despite non-response tests, it is always possible that individuals who did not participate are substantially different in terms of underlying beliefs from those who completed the instrument.

Sampling-frame bias: The accuracy is based on contact information and the degree to which the list is representative of individuals who are IT or IT security practitioners. We also acknowledge that the results may be biased by external events such as media coverage. We also acknowledge bias caused by compensating subjects to complete this research within a holdout period.

Self-reported results: The quality of survey research is based on the integrity of confidential responses received from subjects. While certain checks and balances can be incorporated into the survey process, there is always the possibility that a subject did not provide a truthful response.

Appendix: Detailed Survey Results

The following tables provide the frequency or percentage frequency of responses to all survey questions contained in this study. All survey responses were captured in November 2015.

Survey response	Freq.
Total sampling frame	13,095
Total returns	537
Rejected or screened surveys	105
Final sample	432
Response rate	3.3%

Part 1. Screening

S1. Which of the following best describes your role in managing the IT and/or IT security function within your organization? Please select all that apply.	Pct%
Setting IT priorities	53%
Managing IT budgets	55%
Selecting vendors and contractors	47%
Determining IT strategy	32%
Evaluating program performance	61%
Mitigating IT security risks	59%
None of the above (stop)	0%
Total	307%

S2. What best describes your level of involvement in leading IT security and/or data protection activities within your organization?	Pct%
Very significant	33%
Significant	41%
Moderate	26%
Nominal (stop)	0%
None (stop)	0%
Total	100%

S3. What best defines your position level within the organization?	Pct%
C-level executive	4%
Vice president	4%
Director	25%
Manager	38%
Supervisor	29%
Staff / associate (stop)	0%
Technician (stop)	0%
Contractor (stop)	0%
Total	100%

S4. What best describes your organization's global headcount (size)?	Pct%
Less than 1,000	18%
1,001 to 5,000	22%
5,001 to 10,000	23%
10,001 to 25,000	18%
25,001 to 75,000	11%
More than 75,000	8%
Total	100%

Part 2. State of IT security risk

Q1. What function does your company's IT security department report to?	Pct%
CIO / CTO	28%
CSO / CISO	34%
Compliance	3%
Finance & accounting	2%
Human resources	0%
Internal audit	2%
Legal	0%
Risk management	8%
Lines of business (data owner)	23%
Other (please specify)	0%
Total	100%

Q2. How is your company's security function organized?	Pct%
Centralized across the enterprise	58%
Decentralized by line of business	25%
Hybrid	17%
Total	100%

Q3. At a high-level, how does your security operations team determine which areas of your company's IT security program to refine or change? Please select all that apply.	Pct%
We look at what parts of program need to mature (evolve)	53%
We look at changes to the company's business strategy	47%
We look at threats and vulnerabilities that need to be attended to	67%
We decide based on budget or resource constraints	63%
We use a risk-based approach	49%
Other (please specify)	4%
Total	283%

Q4. What is your organization's top IT security risk? Please select one top choice.	Pct%
Data breach of sensitive information	35%
Employee/user negligence	21%
External attacks	17%
Malicious insiders	11%
Malware/advanced persistent threats	11%
Non-compliance	5%
Other (please specify)	0%
Total	100%

Q5. For each IT security risk, please rate your level of confidence that the current controls in place are effectively managing the risk? Please use the following scale: 1 = no confidence, 2 = not confident, 3 = somewhat confident, 4 = confident, and 5 = very confident. Very confident and Confident (4 or 5) responses combined.	Pct%
Data breach of sensitive information	33%
Employee/user negligence	48%
External attacks	40%
Malicious insiders	44%
Malware/advanced persistent threats	51%
Non-compliance	59%
Other (please specify)	0%
Total	275%

Q6. For each IT security risk, please provide your opinion whether IT security risk is increasing, decreasing or staying the same over the next 12 months. Please use the following scale: 1 = increasing, 2 = decreasing and 3 = staying the same. Percent who selected 1 = increasing.	
	Pct%
Data breach of sensitive information	65%
Employee/user negligence	50%
External attacks	63%
Malicious insiders	37%
Malware/advanced persistent threats	59%
Non-compliance	21%
Other (please specify)	0%
Total	295%

Q7. For which risks (if any) did you need to build something in-house because there were no viable commercial alternatives? Please select all that apply.	
	Pct%
Data breach of sensitive information	49%
Employee/user negligence	68%
External attacks	27%
Malicious insiders	66%
Malware/advanced persistent threats	49%
Non-compliance	30%
Other (please specify)	0%
Total	289%

Q8. Do you have defined metrics to communicate the business impact of your security program to your peers and/or management?	
	Pct%
Yes	34%
No	61%
Unsure	5%
Total	100%

Q9. Over the next 3-5 years, what industry trends (or forcing functions) will most affect your organization's IT security program's decision-making process? Please select your top 3 choices.	
	Pct%
Consumerization of IT and/or shadow IT	45%
Mobility – smartphones and tablets	40%
Increased stealth and sophistication of the attacker	34%
Bring your own device (BYOD)	26%
Ubiquitous, high-speed Internet access	23%
IT Automation / API-level integrations	19%
Weaponization of the Internet	18%
Increased regulations and compliance requirements	17%
Nation-state attacks	17%
Software as a service (SaaS)	16%
Internet Of Things	12%
Work/life integration	10%
Agile deployment methodologies	9%
Virtualization	9%
Infrastructure as a service (IaaS)	5%
Total	300%

Q10. Over the next 3-5 years, which of the process-focused security controls will be the most relevant to your organization? Please select your top 3 choices.	Pct%
Security intelligence analytics to identify risk and threats (reactive and predictive)	52%
Threat feeds, intelligence sharing	45%
Advanced authentication & Identification schemes	40%
User provisioning and identity management especially cloud and social media)	37%
Incident response automation, orchestration	33%
Forensics and incident investigation	20%
Vulnerability management, assessment and testing	16%
Enterprise risk management (including threat and risk modeling)	15%
Converged physical/logical security	14%
Governance, risk and compliance management	11%
Metrics, dash-boarding, reporting	9%
DevOps security controls	8%
Total	300%

Q11. Over the next 3-5 years which of the target-focused security controls are the most relevant to your organization? Please select your top 3 choices.	Pct%
Cloud service brokers / cloud application gateways	40%
User awareness, training	39%
Information protection and control (DLP, tracking, masking, encryption)	35%
Database firewall / activity monitoring	30%
Intrusion detection and prevention	29%
Software-defined networking & security automation	22%
Enterprise endpoint management (proactive, reactive)	19%
Sandboxing / process isolation / lightweight containers	16%
Encryption / key management	15%
Web application firewall	13%
Compliance monitoring /reporting	10%
Anti-spam / anti-phishing / brand reputation	10%
Firewall	9%
Social media / social networks content filtering	8%
Network admission control	5%
Total	300%

Part 3. State of data protection risk

Q12. Do you know the risk to your organization's sensitive or confidential information?	Pct%
Q12a. Structured data contained in databases	Pct%
Yes, all data	12%
Yes, most data	21%
Yes, some data	40%
No	27%
Total	100%

Q12b. Unstructured data contained in emails or files	Pct%
Yes, all data	8%
Yes, most data	15%
Yes, some data	24%
No	53%
Total	100%

Q12c. Big data used for analytics	Pct%
Yes, all data	5%
Yes, most data	20%
Yes, some data	28%
No	47%
Total	100%

Q12d. Data located in the cloud environment	Pct%
Yes, all data	7%
Yes, most data	19%
Yes, some data	30%
No	44%
Total	100%

Q13. In my organization, securing and/or protecting data is a high priority.	Pct%
Strongly agree	19%
Agree	25%
Unsure	23%
Disagree	19%
Strongly disagree	14%
Total	100%

Q14. What percentage of your organization's data is considered sensitive or confidential?	Pct%
Less than 5%	0%
5 to 10%	10%
11 to 25%	34%
26 to 50%	31%
51 to 75%	20%
76 to 100%	5%
Total	100%
Extrapolated value	35%

Q15a. Does your organization currently use any automated solution to discover sensitive data and assess its risk?	Pct%
Yes	51%
No	38%
Unsure	11%
Total	100%

Q15b. If yes, what automated solutions does your organization use to discover sensitive data and assess its risk? Please select all that apply.	Pct%
Homegrown solution	64%
Vendor provided solution (please specify)	45%
Open source solution	23%
Other (please specify)	6%
Total	138%

Q16. How frequently does your organization access the risk of its sensitive data?	Pct%
Monthly	12%
Quarterly	8%
Semi-Annually	7%
Annually	19%
No set schedule	54%
Total	100%

Q17a. What are the most important factors of user activity that should be tracked for high-risk sensitive data? Please select your top two choices.	Pct%
Privileged user access	54%
Cross border transfers	41%
High volume access	39%
New proliferation of data	28%
Sensitive data risk escalation	27%
Cross border access	11%
Total	200%

Q17b. What is being tracked today with an automated solution? Please select all that apply.	Pct%
Cross border transfers	33%
Cross border access	33%
High volume access	24%
Privileged user access	45%
New proliferation of data	16%
Sensitive data risk escalation	40%
Cannot determine	49%
Total	240%

Q18. With respect to your organization's ability to assess sensitive data risk, what keeps you up at night? Please select your top four choices.	Pct%
Broken business processes	16%
Employee mistakes	16%
Hackers	35%
Lack of data privacy controls	2%
Malicious employees	10%
Migration to cloud ecosystem	25%
Migration to new mobile platforms	56%
Non-compliance with laws or regulations	19%
Not knowing the data risk	60%
Not knowing where the data is	62%
Temporary worker or contractor mistakes	46%
Third party or outsourcer management of data	50%
Other (please specify)	3%
Total	400%

Q19. Please select the technologies or “tools” your organization has in place today to address data security. Please select all that apply.	Pct%
Data discovery	55%
Data risk analysis	49%
Data classification	74%
Encryption/tokenization	61%
User access activity monitoring of sensitive/high risk data	25%
Data masking	39%
Data monitoring	69%
Data loss prevention	50%
Other (please specify)	3%
Total	425%

Q20. Approximately, how many structured databases are deployed within your organization today?	Pct%
Less than 1,000	30%
1,000 to 2,000	32%
2,001 to 5,000	15%
5,001 to 10,000	14%
10,001 to 25,000	6%
More than 25,000	3%
Total	100%
Extrapolated average	4,275

Q21. Approximately, how many Big Data nodes are deployed within your organization today?	Pct%
Less than 250	33%
250 to 500	31%
501 to 1,000	18%
1,001 to 2,000	5%
2,001 to 5,000	6%
More than 5,000	7%
Total	100%
Extrapolated value	1,022

Part 4. Organizational Characteristics

D1. What best defines your organization's primary industry classification?	Pct%
Agriculture & food services	1%
Communications	3%
Consumer products	5%
Defense & aerospace	1%
Education & research	1%
Energy & utilities	5%
Entertainment & media	2%
Financial services	19%
Health & pharmaceutical	11%
Hospitality	3%
Industrial	6%
Public sector	11%
Retail	10%
Services	10%
Technology & software	7%
Transportation	4%
Other (please specify)	1%
Total	100%

D2. Where are your employees located? Please select all that apply.	Pct%
United States	100%
Canada	67%
Europe	72%
Middle East & Africa	54%
Asia-Pacific	63%
Latin America (including Mexico)	61%
Total	417%

Please contact research@ponemon.org or call us at 800.877.3118 if you have any questions.

Ponemon Institute
Advancing Responsible Information Management

Ponemon Institute is dedicated to independent research and education that advances responsible information and privacy management practices within business and government. Our mission is to conduct high quality, empirical studies on critical issues affecting the management and security of sensitive information about people and organizations.

As a member of the **Council of American Survey Research Organizations (CASRO)**, we uphold strict data confidentiality, privacy and ethical research standards. We do not collect any personally identifiable information from individuals (or company identifiable information in our business research). Furthermore, we have strict quality standards to ensure that subjects are not asked extraneous, irrelevant or improper questions.