About the Trusted Identities Group (TIG): The TIG builds partnerships to advance digital identity. By promoting the adoption of privacy-enhancing, secure, interoperable, and easy-to-use digital identity solutions, the TIG works with its partners to drive trust, convenience, and innovation in the marketplace of identity solutions.

By identifying, collecting, and analyzing metrics, the office gains greater insight into the digital identities market. With this more complete picture of the market, the TIG can drive the development of better solutions to common problems.

Did You Know?

- An estimated $2.2 trillion in online business was conducted in 2016.¹
- Consumers have an average of 24 online accounts but use only 6 unique passwords to protect them.²
- Nearly 2/3 of data breaches are caused by weak or compromised usernames and passwords.³

Knowing the importance of understanding and securing the online ecosystem, the TIG uses this research to:
- Inform and drive better security practices
- Help overcome misperceptions and myths about online security & privacy
- Better understand user sentiments and attitudes toward their security & privacy.
While the digital identity market continues to change, the TIG focuses on advancing and capitalizing on positive trends in the market, including:

### 1. Increased Consumer Awareness of Security and Privacy

80% of consumers are worried about their online security...\(^2\) ...With 40% of consumers experiencing a security incident in the past year. And 70% of those who experienced a security incident changed their password in response.\(^2\)

So it’s no surprise that 68% of consumers want online companies to provide extra security, like MFA, to protect their information.\(^2\)

### 2. Greater Availability of Alternative Authentication Mechanisms

Alternative authentication methods include: biometrics, tokens, & push notifications.

Nearly 1 billion—about 40%—of smart phones are equipped with biometric sensors for fingerprint, iris, and other technologies. 1 in 3 biometric-enabled smart phones specifically use fingerprint scanning,\(^5\) and Apple claims that 89% of its devices with Touch ID-sensors have fingerprint scanning enabled.\(^6\)

95% of consumers are aware of social login (using a social media account to access other accounts), 58% realize the value and convenience of its use, and 43% use social login rather than spending their time registering for a new site.\(^9\)

### 3. The Rise of Multi Factor Authentication (MFA)

61% of millennials turn on MFA for extra security.\(^2\) 17% of consumers who turned on MFA did so because their information was exposed in a data breach, and 23% did so because they had an account hacked.\(^2\)

9 out of 10 consumers using MFA say it makes them feel more secure online.\(^2\)

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**Sources:**

3. Verizon Enterprise, http://vz.to/1NTb7i8