

# User Perceptions in Digital Identity



## Our Group

**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.



## The Approach



An estimated **\$2.2 trillion** in online business was conducted in 2016.<sup>1</sup>



Consumers have an average of **24 online accounts** but use only **6 unique passwords** to protect them.<sup>2</sup>



Nearly  $\frac{2}{3}$  of data breaches are caused by weak or compromised usernames and passwords.<sup>3</sup>



## The Challenge

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.



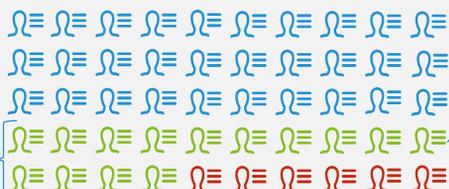
While the digital identity market continues to change, the TIG focuses on advancing and capitalizing on **positive trends** in the market, including:

## 1 Increased Consumer Awareness of Security and Privacy

80% of consumers are worried about their online security...<sup>2</sup>



...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.<sup>2</sup>



So it's no surprise that 68% of consumers want online companies to provide extra security, like MFA, to protect their information.<sup>2</sup>

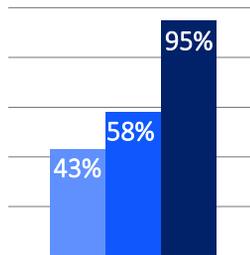


92% of internet users are worried about their privacy online, and 45% are more concerned about their online privacy than a year ago.<sup>7</sup>

## 2 Greater Availability of Alternative Authentication Mechanisms

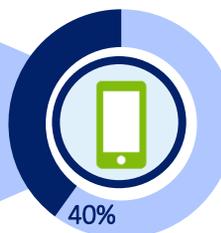


Alternative authentication methods include: biometrics, tokens, & push notifications.



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.<sup>9</sup>

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,<sup>5</sup> and Apple claims that 89% of its devices with Touch ID-sensors have fingerprint scanning enabled.<sup>6</sup>



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



63% of large organizations use MFA.<sup>4</sup>

61% of millennials turn on MFA for extra security.<sup>2</sup>



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.<sup>2</sup>



9 out of 10 consumers using MFA say it makes them feel more secure online.<sup>2</sup>

### Sources:

1 Hosting Facts, <http://bit.ly/1TOVgYd>  
 2 TeleSign, <http://bit.ly/2dauKuV>  
 3 Verizon Enterprise, <http://vz.to/1NTb7l8>

4 SecureAuth, <http://bit.ly/2klOTjy>  
 5 Deloitte, <http://bit.ly/2kls9Ec>  
 6 Apple Insider, <http://bit.ly/1QoSXqX>

7 Truste, <http://bit.ly/1OZ7U3N>  
 8 Acuity, <http://bit.ly/20YQXhs>  
 9 Janrain, <http://bit.ly/2ko0HFH>