Are we becoming more security-minded individuals?

The recent survey from the Ponemon Institute shows people are still engaged in risky behavior when it comes to passwords and authentication.

Top Information Concerns

- Social Security Number or Citizen ID
- Payment Account Details
- Health Information

Top Reasons for Concern

- Government Surveillance
- Connected Devices
- Growing Use of Mobile Devices

51% of respondents say they have become more concerned about the privacy and security of their personal data over the past two years.

63% of respondents say they have experienced a phishing attack in their personal life.

44% of respondents have experienced a phishing attack at work.

57% of respondents have not changed their password behaviors (to avoid attacks).

47% of respondents say their company is most concerned about protecting customer information.

45% of respondents say their company is most concerned about protecting employee information.

Phishing for Passwords

As cyberattacks become more prevalent, vulnerabilities created by poor password and authentication practices lead to attacks such as phishing.

- 51% say their company is most concerned about protecting customer information.
- 44% say their company is most concerned about protecting employee information.

10.9 The average hours (per year) respondents report having to spend entering and/or resetting passwords.

$5.2M The estimated cost to organizations annually.

57% of respondents expressed a preference for passwordless logins.

56% of respondents prefer a hardware token/security key and believe it offers better security.

It is increasingly clear that new security approaches are needed to help individuals manage and protect their passwords both personally and professionally.

Yubico sets new global standards for two-factor, multi-factor and passwordless authentication.


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