2017 Consumer Cybersecurity Confidence Index
Do Your Customers Feel Safe Online?

Top Factors Affecting Consumer Confidence in Online Security

- 60% Password breaches on popular websites
- 50% Use of location tracking by web/mobile applications
- 45% Increased media coverage of cyber attacks
- 35% Expanded sharing of personal information

Only 28% of consumers admit to changing their password after a major breach is announced.

Best (and Worst) Performers in Consumer Security

How secure do your customers feel online?

- 96% Banking
- 91% Manage healthcare/insurance records
- 87% Online shopping
- 63% Gaming
- 61% Social media
- 60% Password breaches on popular websites
- 55% Use of location tracking by web/mobile applications
- 50% Increased media coverage of cyber attacks
- 45% Expanded sharing of personal information

96% of consumers state they would stop using a company’s services if their information was breached.

Consumers Need to Clean Up Their Security Hygiene

40% of consumers write their passwords down on paper

1 in 4
Use the same password for most of their online accounts

Personal Information Consumers are Most Concerned About Losing in a Data Breach (Top 5)

- Banking or payment information: 80%
- Social security number: 79%
- Passwords or PIN: 62%
- Home address: 40%
- Date of birth: 38%

1 in 4
Use the same password for most of their online accounts

The Consumer Convenience vs. Security Debate

- 93% want to be involved in choosing how their personal information and accounts are protected online.

- 91% prefer a service provider who makes security visible during online transactions.

- 88% would be willing to use a more in depth log in process if it provided stronger account security.

Passwords: Not Quite Dead Yet

What Alternative Authentication Methods are Most Acceptable to Consumers?

- 48% Finger print recognition
- 46% SMS/Text of a one-time passcode sent to your mobile device
- 33% Eye recognition
- 28% Facial recognition
- 21% Voice recognition

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