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

<table>
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<tr>
<th>Service</th>
<th>Security Confidence</th>
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</thead>
<tbody>
<tr>
<td>Banking</td>
<td>96%</td>
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<tr>
<td>Manage healthcare/insurance records</td>
<td>91%</td>
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<tr>
<td>Online shopping</td>
<td>87%</td>
</tr>
<tr>
<td>Gaming</td>
<td>63%</td>
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<tr>
<td>Social media</td>
<td>61%</td>
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<td>Use of location tracking by web/mobile applications</td>
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</tbody>
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96% of consumers state they would stop using a company’s services if their information was breached.

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

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 login process if it provided stronger account security.

78% of consumers state they would stop using a company’s services if their information was breached.

Least Secure

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

Most Secure

- Banking
- Manage healthcare/insurance records
- Online shopping
- Gaming
- Social media

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%

40% of consumers write their passwords down on paper.

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

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.

Passwords: Not Quite Dead Yet

What Alternative Authentication Methods are Most Acceptable to Consumers?

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

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28% Facial recognition

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