



2023 SURVEY

Yubico and OnePoll

In a growing era of sophisticated phishing attacks, have people adjusted their cybersecurity hygiene?



Executive Summary

The 'Yubico and OnePoll Survey: In a growing era of sophisticated phishing attacks, have people adjusted their cybersecurity hygiene?' highlights attitudes and perceptions from consumers on cybersecurity across the US and UK, with a particular focus on how different age demographics fare in protecting themselves online. The new research finds that although Millennials and Gen Z are perceived to be more 'tech savvy', their older counterparts from the Boomer generation have surpassed them when it comes to their cybersecurity habits.

2,000
respondents

across
4
generations

US & UK
from 2 countries

The purpose of this study was to understand preferences and attitudes around shopping online during the holidays and if cybersecurity is a concern for consumers. The goal was to learn if consumers are concerned about protecting their online accounts, and if so, how they are protecting them. Our research indicated that while 80% of survey respondents are concerned about cybersecurity when it comes to their online accounts, 39% admitted to using the same password for multiple accounts. Reusing passwords becomes problematic when a hacker is able to infiltrate several accounts using that singular password, giving them access to a plethora of personal information.

A significant part of online shopping revolves around trusting an online retailer is who they say they are, and effectively safeguards your personal and financial information. Despite a mistrust of online retailers, consumers are still storing their personal and financial information on these websites. About one third of respondents are not confident that they could spot a fraudulent online retailer, and 33% of respondents save their credit card information in their online accounts.

While many may assume that the younger generations have better cybersecurity habits, our research shows that Boomers (22%) are less likely to reuse their passwords across multiple accounts than Millennials (47%), Gen Z (39%) and Gen X (38%), and less likely to store their credit card information in their accounts (Boomers at 19% vs. Millennials at 37%).

As we head into the holiday months, what can consumers do to keep themselves safe online? Even though cybersecurity attacks have become more sophisticated, there are simple ways to help mitigate these risks, including: using strong, unique passwords and storing them in a password manager, along with enabling multi-factor authentication whenever possible using physical security keys like the YubiKey.

The good news for both consumers and enterprises alike is that YubiKeys are proven to prevent modern phishing attacks and account takeovers, two types of attacks that are commonly used by hackers. For more information on the YubiKey and Yubico's services, visit yubico.com.

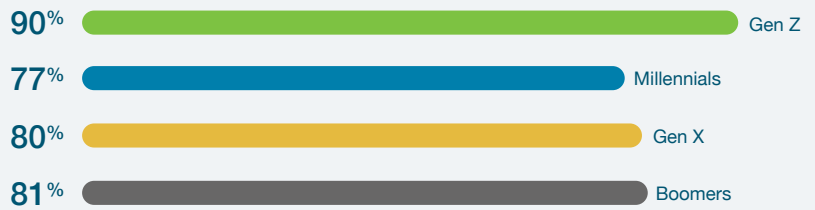


80%



of all surveyed are concerned about cybersecurity when it comes to their online accounts

Gen Z is most concerned with cybersecurity for their online accounts

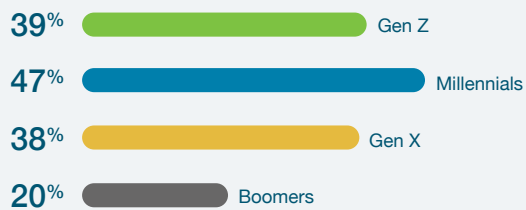


39%



admitted to using the same password for multiple accounts

Nearly half of millennials repeat passwords

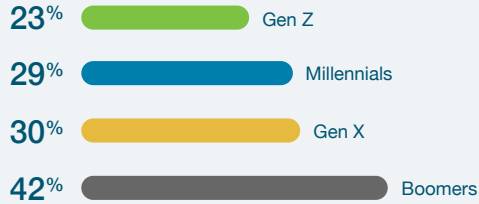


1/3



are not confident that they could spot a fraudulent online retailer

Gen Z is most confident they can spot a fraudulent online retailer

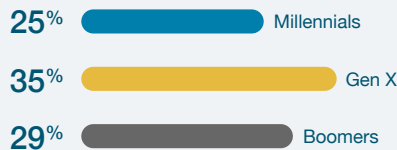


1/3



about 1/3 “completely” or “mostly” trust the websites they use to effectively protect their personal/credit card information

Gen X is most likely to trust websites to protect their personal/credit card information*



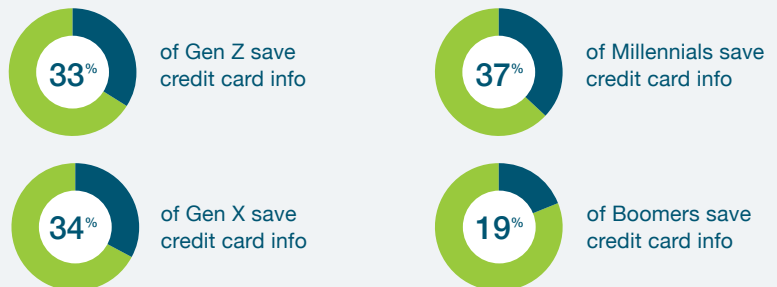
**Gen Z is not reported here because the results were not statistically significant.*

33%



save their credit card information in their online accounts

Boomers are least likely to save their credit card information in their online accounts.

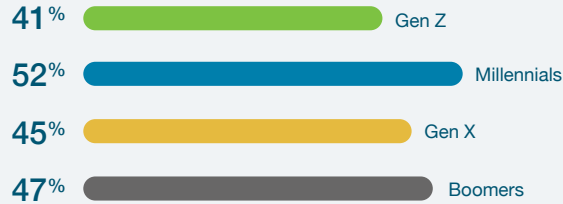


49%



of all surveyed do not or are not sure if they have MFA turned on for their active online accounts

Gen Z and Gen X are more likely than Millennials or Boomers to turn on MFA for their active online accounts

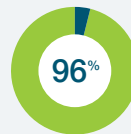


96%

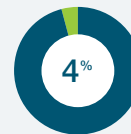


reported that they plan to shop online between October and December, which is the peak holiday shopping season

Nearly all plan to shop between October and December



Plan to **shop online** between October and December



Don't plan to shop online between October and December



Data from two double-opt-in surveys conducted by OnePoll on behalf of Yubico. The first survey polled 1,000 U.S. adults on Aug. 30, 2023, and the second polled 1,000 U.K. adults between Aug. 31 and Sept. 1, 2023. The generation breakdown by ages are as follows: Gen Z: 18-26, Millennials: 27-42, Gen X: 43-58, Boomer: 59-77. For each, the margin of error is +/- 3.1 points with 95% confidence. The surveys were conducted by market research company OnePoll, which is a member of the Market Research Society (MRS) and has corporate membership with the American Association for Public Opinion Research (AAPOR).



About Yubico

Yubico (Nasdaq First North Growth Market Stockholm: YUBICO) is the inventor of the YubiKey, a hardware security key that is the gold standard in phishing-resistant multi-factor authentication (MFA). Yubico's solutions offer organizations and users deployment expertise and operational flexibility as YubiKeys work across hundreds of consumer and enterprise applications and services.

Yubico is a creator and core contributor to the FIDO2/passkey, WebAuthn, and FIDO Universal 2nd Factor (U2F) open authentication standards, and is a pioneer in delivering modern, hardware-based passkey authentication security at scale to customers in over 160 countries.

For more information, please visit: www.yubico.com.