

Yubico and OnePoll Survey

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

We surveyed

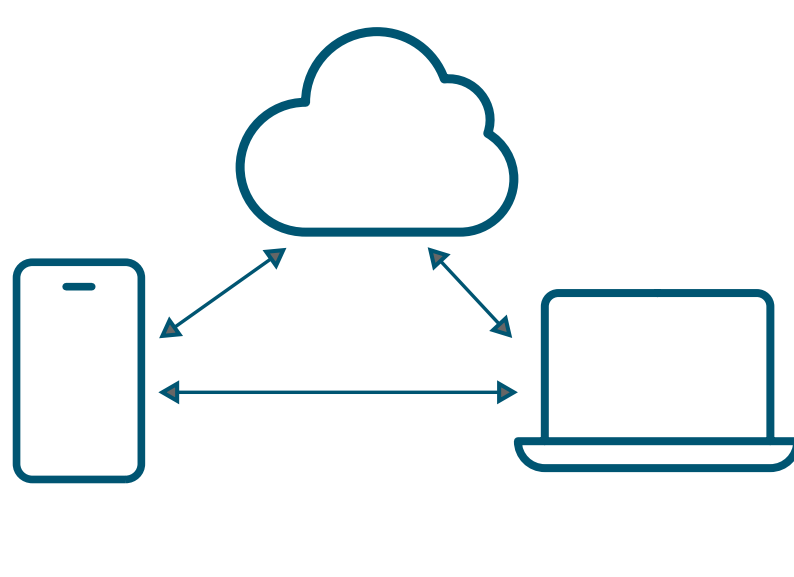
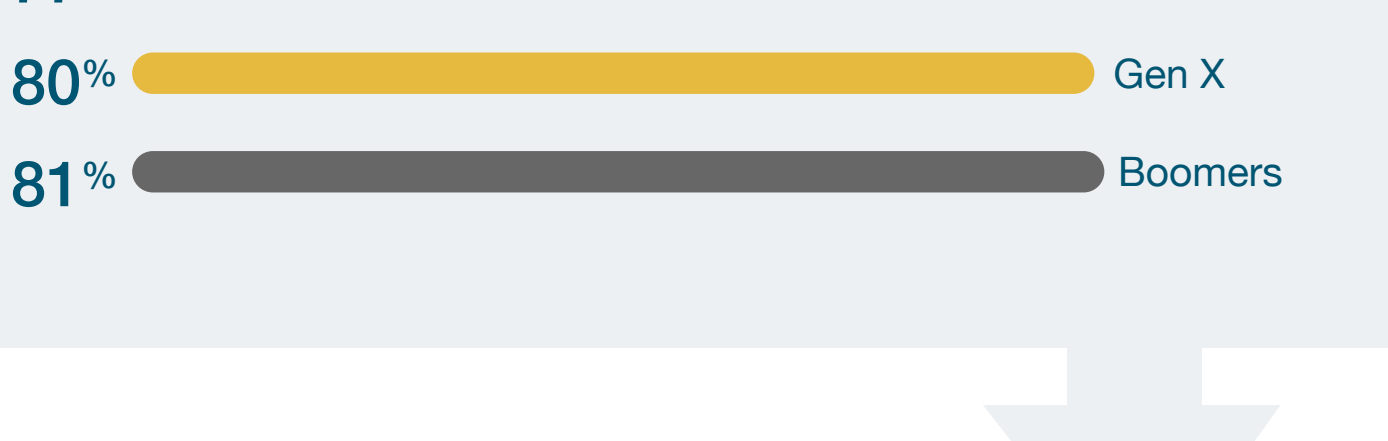
2,000 people

in the US & UK

We found that...

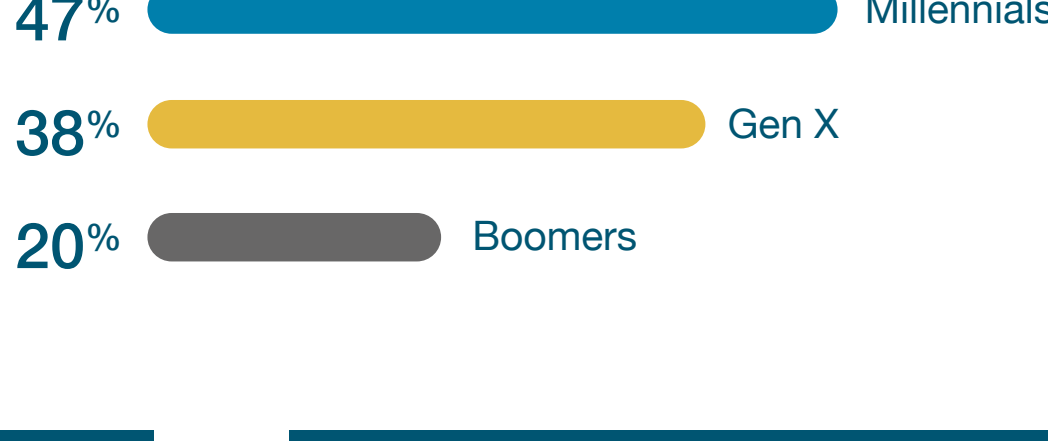
80% are concerned about cybersecurity when it comes to their online accounts

Gen Z is the generation most concerned



Nearly 40% (38.5%) admitted to using the same password for multiple accounts

Nearly half of millennials repeat passwords

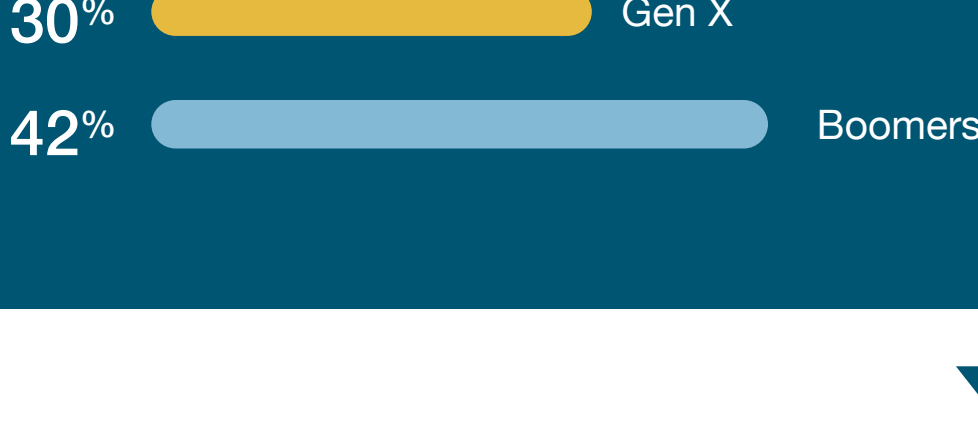


1/3



are not confident that they could spot a fraudulent online retailer

Gen Z is most confident

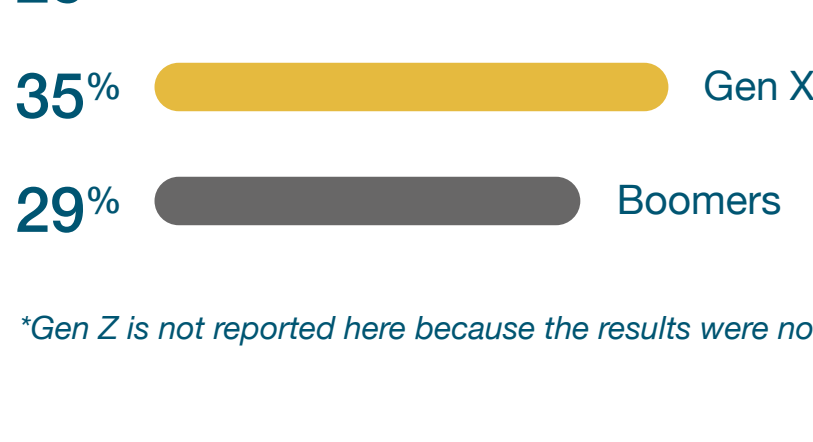


29%



do not “completely” or “mostly” trust the websites they use to effectively protect their personal/credit card information

Gen X is most likely to trust websites*



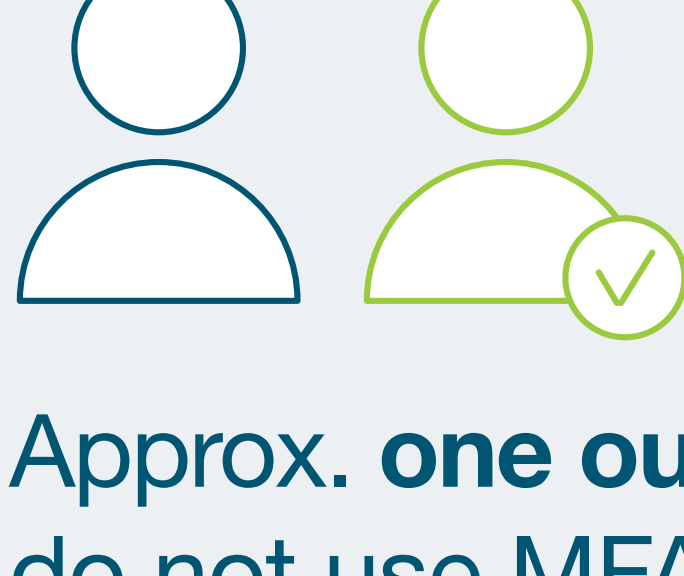
*Gen Z is not reported here because the results were not statistically significant.

1/3



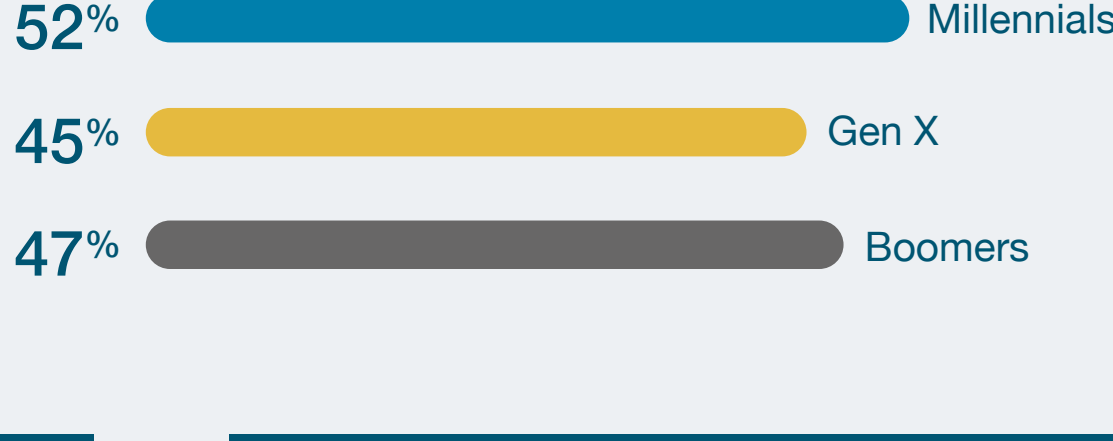
save their credit card information in their online accounts

Boomers are least likely



Approx. one out of two (49.1%) do not use MFA, don't know what it is or are not sure if they have MFA turned on for their active online accounts

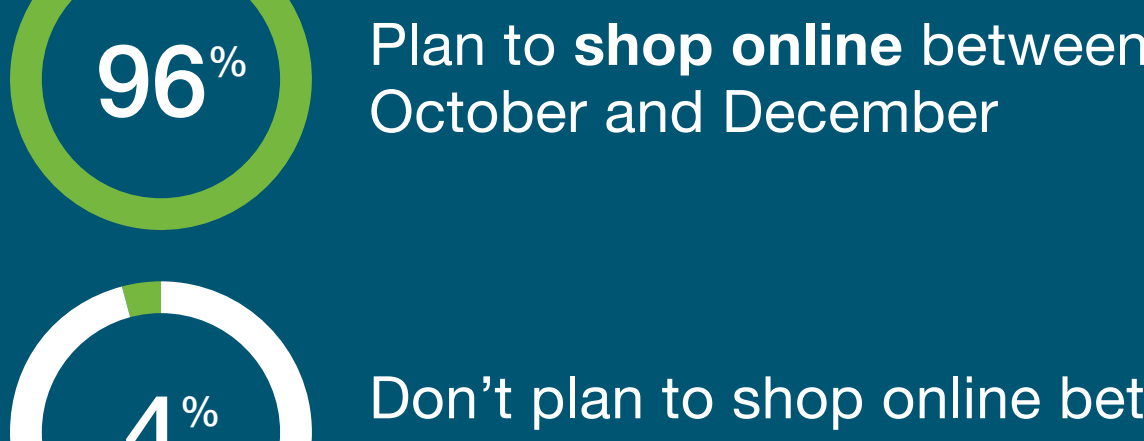
Gen Z and Gen X are more likely to turn it on



96%



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



[Download the Survey](#)

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).