

The Future of Identity

In an era where personal information is no longer private and passwords are far from unbreakable, the future of identity is now everyone's personal business.

67%

Comfortable using biometrics today

87%

Would consider using biometric authentication in the future

Millennials: where security is headed?

More lax on passwords...

...but also more likely to use newer methods

42%

Millennials

49%

55+

Use **COMPLEX PASSWORDS**

Number of **UNIQUE PASSWORDS**

Millennials

8

55+

12

Comfortable using **BIOMETRICS** today

75%

Millennials

58%

55+

2x as many millennials use a **PASSWORD MANAGER**

34%

Millennials

17%

55+

In fingerprints and banks we trust

Viewed as most secure form of authentication

Organizations most trusted to protect biometrics



44%

Fingerprint



30%

Retinal eye scan



27%

Alphanumeric password



12%

Digital pin



12%

Facial recognition



Most Trusted

48%

Major financial institution



Least Trusted

15%

Major social media site

Security vs. privacy vs. convenience

Consumers overwhelmingly rank security as a top priority, particularly when it comes to money-related apps. However, security drops as a top priority when it comes to social media.

Top Priority:
Security

Top Priority:
Convenience



Bank App



Investing App



Budgeting App



Online Marketplace



Workplace App



Email App



Social Media App

● Security ● Privacy ● Convenience

Biometric authentication around the world

People in Asia have the highest biometric knowledge and comfort level, while U.S. lags behind.

- Comfortable using biometric authentication today
- Interested in using biometrics in the future
- Knowledgeable about types of authentication



Some people are **NOT** interested in biometrics now or in the near future

23%

U.S.

12%

EU

6%

APAC

APAC

78%

94%

61%

EU

65%

88%

40%

U.S.

57%

77%

34%

https://newsroom.ibm.com/2018-01-28-IBM-Future-of-Identity-Study-Millennials-Poised-to-Disrupt-Authentication-Landscape?mhsrc=ibmsearch_a&mhq=FutureofIdentity

Source: IBM "FUTURE OF IDENTITY" STUDY 2018

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