

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

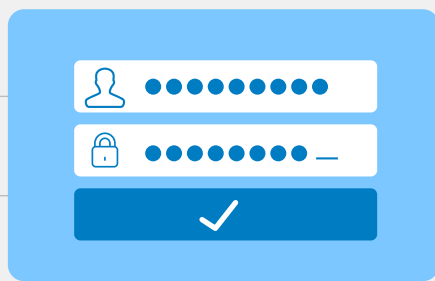
87%
Would consider using biometric authentication in the future

Millennials: where security is headed?

More lax on passwords...

...but also more likely to use newer methods

42% / **49%**
Millennials / 55+
Use **COMPLEX PASSWORDS**



Comfortable using **BIOMETRICS** today
75% / **58%**
Millennials / 55+

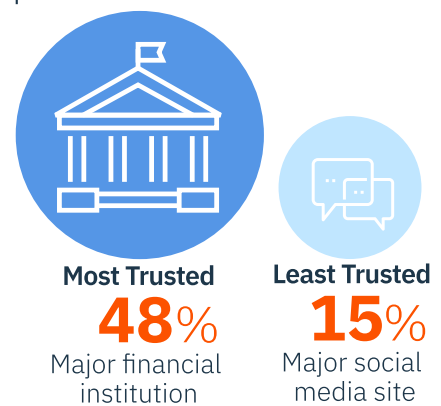
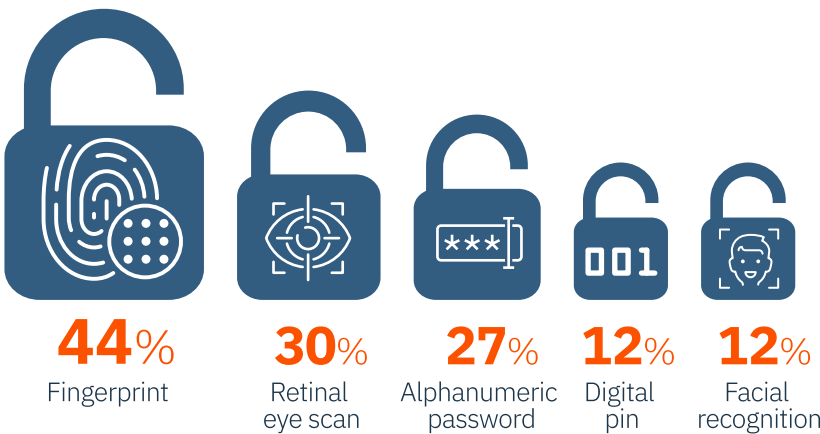
Number of **UNIQUE PASSWORDS**
Millennials / 55+
8 / **12**

2x as many millennials use a **PASSWORD MANAGER**
34% / **17%**
Millennials / 55+

In fingerprints and banks we trust

Viewed as most secure form of authentication

Organizations most trusted to protect biometrics

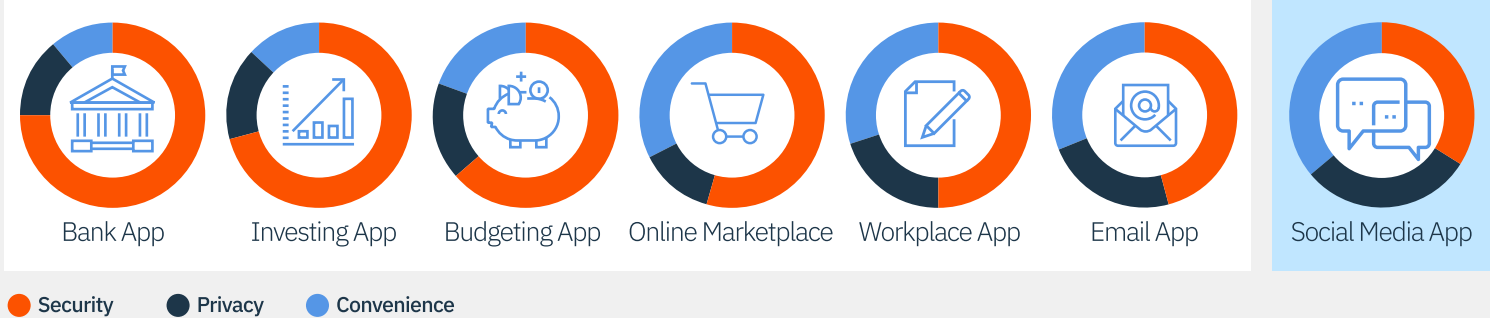


Security vs. privacy vs. convenience

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

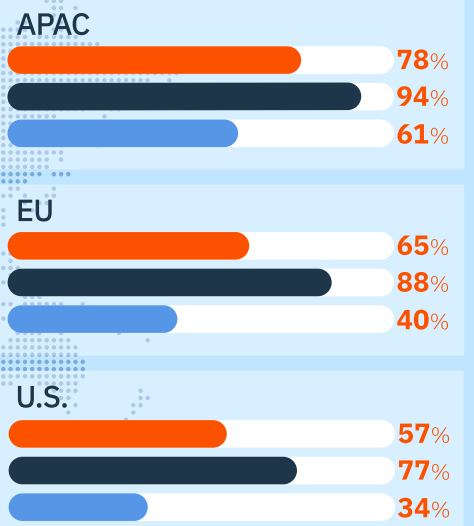
Top Priority: Convenience



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% / **12%** / **6%**
U.S. / EU / APAC

To see the full report, visit: ibm.biz/FutureOfIdentity