

Lock Down Your Login: RESEARCH FACT SHEET
LockDownYourLogin.com

National Cyber Security Alliance (NCSA) Strong Authentication Survey, July 2016

- 72 percent of Americans believe their accounts are secure with only usernames and passwords.
- 78 percent strongly or somewhat agree it is important that companies, government entities and other stakeholders work together to find new ways of securing accounts beyond the use of passwords.
- *Methodology:* NCSA Strong Authentication Survey, August 2016, Heart+Mind Strategies conducted this survey using Opinion Research Center's (ORC) Caravan Online Survey. The study was conducted between July 14 and 17, 2016. All sample surveys and polls may be subject to multiple sources of error, including, but not limited to, sampling error, coverage error, nonresponse error, non-probability samples and measurement error. Results of this scientific study of 1,021 respondents were designed to be representative of U.S. adults ages 18 and up, with a sample error comparable to +/-3.1 percent.

NCSA Lock Down Your Login Logo Assessment Survey, August 2016

- 84 percent of respondents believe the "Lock Down Your Login" logo/tagline is simple and easy to understand.
- 77 percent of respondents indicate the logo/tagline makes them want to learn more about how they can protect their online accounts and adopt stronger security for their accounts.
- 84 percent of the U.S. public believes the Lock Down Your Login logo/tagline aligns completely, very well or somewhat well with the STOP. THINK. CONNECT.TM campaign goals.
- *Methodology:* NCSA Strong Authentication Survey, August 2016, Heart+Mind Strategies conducted this survey using Opinion Research Center's (ORC) Caravan Online Survey. The study was conducted between Aug. 22 and 24, 2016. All sample surveys and polls may be subject to multiple sources of error, including, but not limited to, sampling error, coverage error, nonresponse error, non-probability samples and measurement error. Results of this scientific study of 1,021 respondents were designed to be representative of U.S. adults ages 18 and up, with a sample error comparable to +/-3.1 percent.

TeleSign Consumer Account Security Report, June 2015

- The majority of Americans are not using strong authentication, 56 percent of people are unfamiliar with two-factor authentication (2FA) and 29 percent do not know how to turn it on.
- 61 percent of consumers have never enabled 2FA for any of their online accounts.
- *Methodology:* TeleSign commissioned Lawless Research to design and conduct a study about online security and two-factor authentication. Between March 24 and 25, 2015, an international sample of 2,020 adults who have mobile phones and online accounts completed the 10-minute online survey. Qualtrics hosted the online survey, and Survey Sampling International provided respondents from its online panel. The margin of error for the total sample is ±2.2 percent at the 95 percent level of confidence (±3.1 percent for the 1,004 U.S. respondents and ±3.1 percent for the 1,016 UK respondents).
- Survey webpage: <https://www.telesign.com/wp-content/uploads/2015/06/TeleSign-Consumer-Account-Security-Report-2015-FINAL.pdf>

Pew Research Center Study, conducted between June 10 and July 12, 2015

- 73 percent of Americans go online on a daily basis, and 21 percent report being “almost constantly” connected.
- Survey webpage: <http://www.pewresearch.org/fact-tank/2015/12/08/one-fifth-of-americans-report-going-online-almost-constantly/>

Identity Fraud Study, Javelin Strategy & Research, February 2016

- In 2015 alone, an estimated \$15 billion was stolen from 13.1 million U.S. consumers due to identity fraud.
- Every 2 seconds there is another victim of identity fraud.
- Methodology: Javelin conducted a survey of 5,111 U.S. adults 18 and older on KnowledgePanel; this sample is representative of the U.S. Census Bureau demographics distribution, recruited from the Knowledge Networks panel. Final data was weighted by Knowledge Networks, while Javelin was responsible for data cleaning, processing and reporting. Data is weighted using 18+ U.S. population benchmarks on age, gender, race/ethnicity, education, census region and metropolitan status.
- Survey webpage: <https://www.javelinstrategy.com/coverage-area/2016-identity-fraud-fraud-hits-inflection-point>

NCSA Parent/Teen Online Safety Survey: Keeping Up with Generation App, September 2016

- Preventing identity theft is the top online safety topic that both teens (ages 13-17) and parents of teens would like to learn more about.
- 47 percent of teens report they are “very concerned” about having someone access their accounts without permission.
- Methodology: NCSA commissioned Zogby Analytics to conduct an online survey of 804 teens (ages 13-17) and 810 parents of 13- to 17-year-olds in the U.S. The margin of error for both groups is +/- 3.5 percentage points.
- Survey webpage: <https://stopthinkconnect.org/resources/preview/research-findings-keeping-up-with-generation-app-ncsa-parent-teen-online-safety-survey>

Raytheon/NCSA Survey: Securing Our Future – Closing the Cybersecurity Talent Gap, October 2016

- 92 percent of U.S. young adults agree that keeping the internet safe and secure is a responsibility we all share (up 8 points from 84 percent in 2015).
- Survey webpage:
http://www.raytheoncyber.com/news/feature/2016_cyber_survey.html
 - NCSA press release featuring stats: <https://staysafeonline.org/about-us/news/national-cyber-security-awareness-month-launches-with-a-call-to-action-for-all-digital-citizens-to-stop-think-connect>