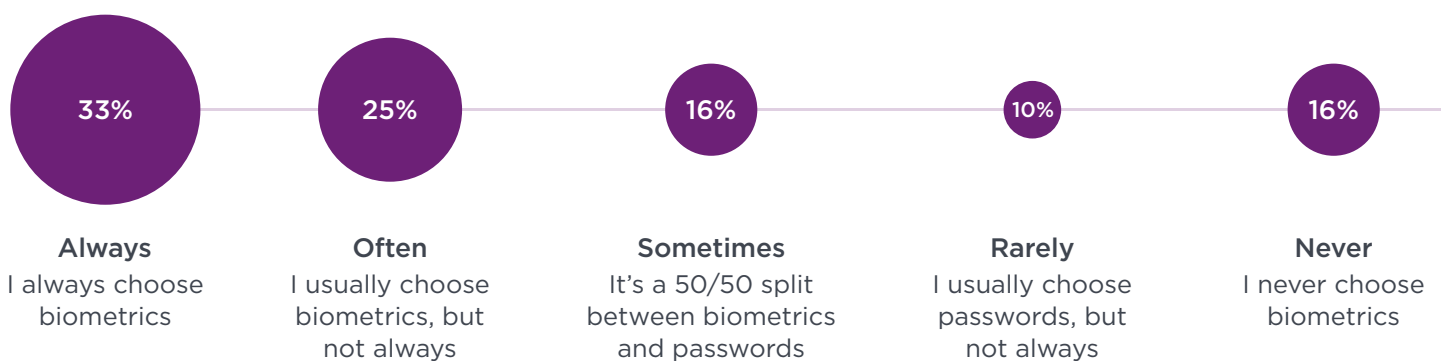


Although consumers believe biometric-enabled identity authentication methods offer peak security, do they like using these options? It turns out that favorable perceptions do indeed match practical preferences. **When given the option between biometrics or a password, 58% of respondents choose to use biometrics over half the time.** A third will always choose biometrics when available.

Consumers who aren't on board with biometric login methods largely cite issues with practicality and availability. For those who don't always prefer biometrics, a third of those respondents say it's more troublesome than a password. Nearly a quarter (22%) say their device doesn't support that method of authentication, while fewer (17%) have security concerns.

Frequency of selecting biometric authentication over passwords



Entrust Insight

“There’s no one right way for organizations to authenticate customer, employee, or citizen identity. It’s always a trade-off between providing relatively frictionless access experiences and incorporating safeguards that confirm users are who they claim to be.

The authentication methods you employ can — and should — change depending on the circumstances, like the sensitivity of data users are accessing, whether you’re serving customers or employees, or if atypical login behaviors are exhibited.”



Mark Ruchie

Chief Information Security Officer, Entrust