

The Zero Trust Consumer:

A New Generation of Digital Consumers Grapple With Cyber Risk

The rapid growth of digital channel adoption is only matched by the escalation of cyber crime. The results of Daon's consumer survey shed light on consumer concerns with both existing online security measures and the ability for future measures to keep pace with growing threats. Their acceptance of this reality leads them to become Zero Trust Consumers.



High Reliance, Low Trust

Consumers still relying on passwords, an increasingly outdated security measure

The top two security measures consumers use most often to access various accounts:



The top two security measures consumers find to be MOST secure:





The Zero Trust Consumer Era

The Emergence of the Zero Trust Consumer

Similar to Zero Trust Architecture models, there's an emergence of a new generation of digital consumers who acknowledge the reality of security threats: the Zero Trust Consumers.

87%

are concerned at how fast security threats are evolving

92%

believe threats will continue to evolve faster than security technology in the future

Meet Me Halfway

Consumers want companies to take equal security responsibility but are also willing to take extra security measures

48%

have experienced a breach or hack of an online or app account in the past 5 years

91%

are willing to take extra security measures to prove their identity on an ongoing basis to protect their information and accounts

54%

95%

believe companies and consumers hold an equal responsibility for protecting consumer identity

believe threats are evolving faster than security technology being developed by

industry leaders and the government

81%

of those willing to take extra measures would be willing to use face or voice recognition when accessing accounts to better ensure security

Want to know more? Access our full security trends report here.

Methodology: In October 2022, Daon conducted a survey of over 3,000 global consumers to better understand the realities of their digital lives and their views of the future of both security threats and technology.

