

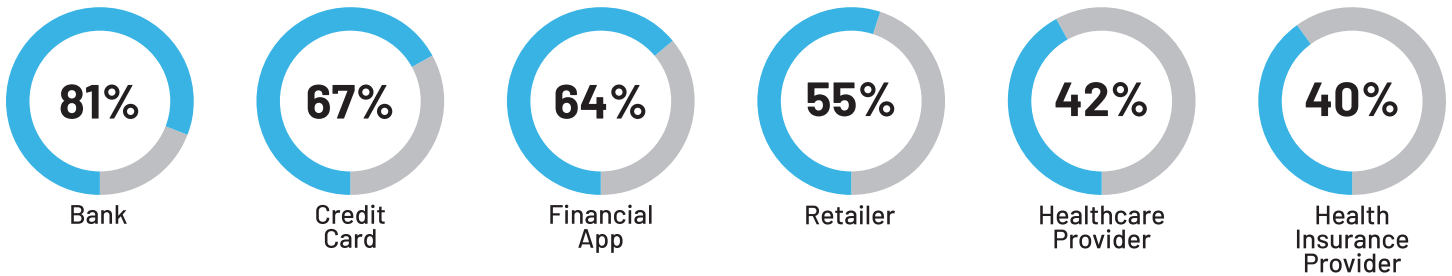


The Zero Trust Consumer:

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.

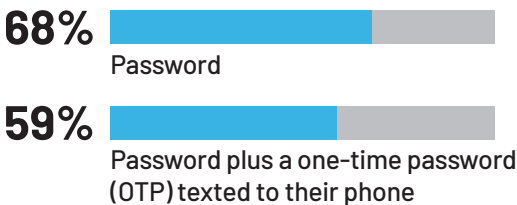
Rapidly Increasing Digital Reliance



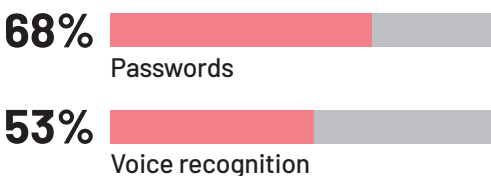
High Reliance, Low Trust

Consumers still relying on passwords, an increasingly outdated security measure

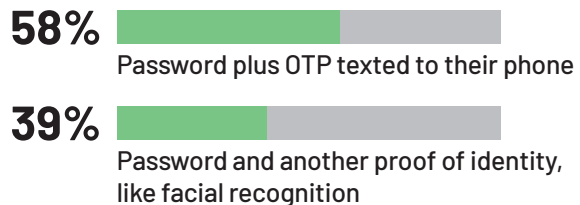
The top two security measures consumers use most often to access various accounts:



The top security measures consumers find to be LEAST secure:



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

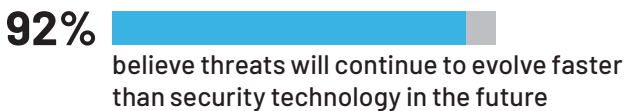
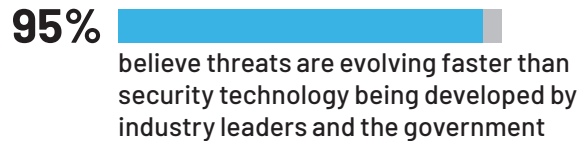
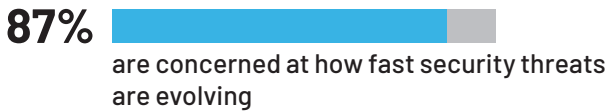


Only **26%** of consumers currently use facial recognition

The Zero Trust Consumer Era

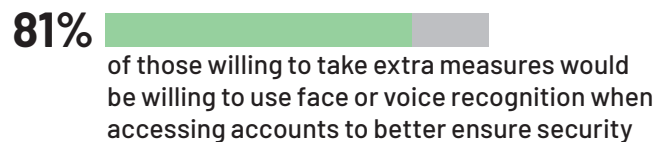
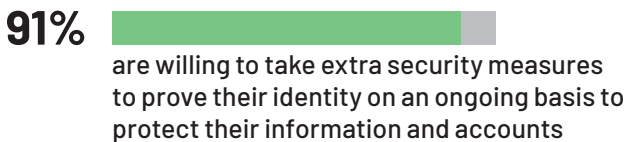
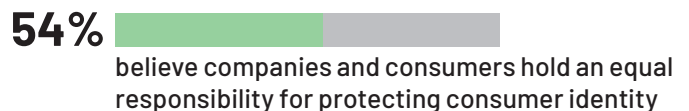
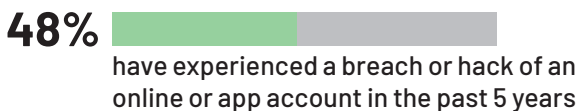
The Emergence of the Zero Trust Consumer

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.



Meet Me Halfway

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



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.



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