



research

Global Study on the Public's Perceptions about Identity Management

May 2006

Independently conducted by



This paper summarizes the results of Unisys **Global Study on the Public's Perceptions about Identity Management**. The research was independently conducted by Ponemon Institute to capture the perceptions of individuals in North America, Europe, Asia-Pacific and Latin America on methods and technologies for managing identity within business and government organizations.

Identity verification methods include the creation of a multi-purpose identity credential that can be used broadly.¹ In addition, this study seeks to understand how individuals' sense of privacy would affect their acceptance of new identity management technologies such as biometrics.

Table 1 shows the distribution of sample respondents by country, geographic region of the world, sample size and response rate. In addition to these data, another 262 individuals in four countries were selected to participate in direct or telephone interviews. These interviews were used to validate our Web-based survey findings.

Table 1: Sample Response Statistics by Country and Region				
Country	Geographic Region	Sampling Frame	Final Sample	Response Rate
United States	North America	4,832	397	8.22%
Canada	North America	799	67	8.39%
Germany	Europe	1,411	140	9.92%
France	Europe	1,186	103	8.68%
United Kingdom	Europe	1,230	150	12.20%
Denmark	Europe	451	34	7.54%
Japan	Asia-Pacific	2,350	262	11.15%
Korea	Asia-Pacific	485	54	11.13%
Thailand	Asia-Pacific	299	26	8.70%
Taiwan	Asia-Pacific	312	57	18.27%
Australia	Asia-Pacific	406	51	12.56%
Argentina	Latin America	895	79	8.83%
Brazil	Latin America	1,004	116	11.55%
Mexico	Latin America	1,023	125	12.22%
14 Countries	Four Clusters	16,683	1661	9.96%

¹ In our study, a multi-purpose identity credential is defined as a credential that can be used for many purposes such as accessing online accounts, performing electronic payments, crossing international borders, and gaining entry onto passenger airplanes.

Executive Summary

The **Global Study on the Public's Perceptions about Identity Management** addresses individuals' attitudes about the importance and value of different identity verification methods. The study also attempts to determine possible differences in the privacy or data sharing preferences of people residing in four different regions of the world.

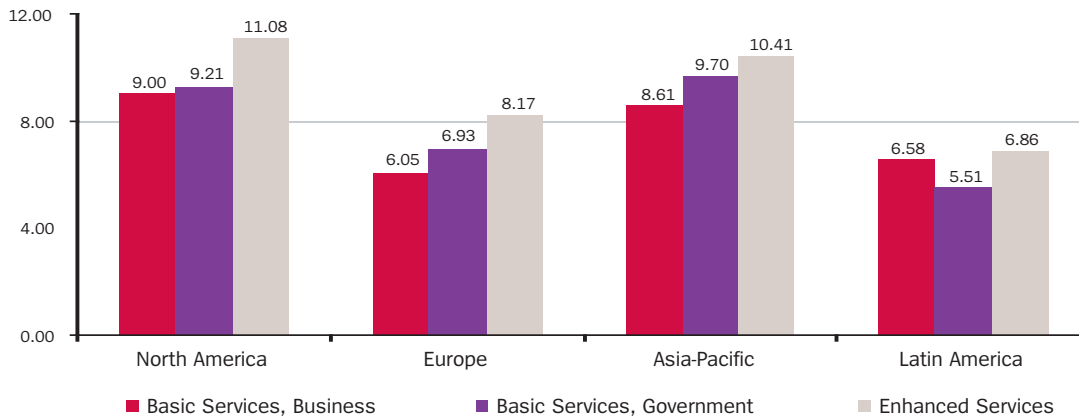
Identity management is essential to achieving the security goals of business and government.

Understanding the public's opinions about identity verification methods is important for two reasons. First, identity management only works if the public cooperates fully and accepts the identity management technology used. If the public considers a particular method or technology as encroaching on their rights to privacy, they will be resistant to adoption. Second, because many organizations operate in the global economy, identity management systems need to function across national borders. Hence, it is important for businesses and governments to construct identity methods that do not violate the cultural, social or ethical sensibilities of a nation or region of the world.

The following findings are the most informative about respondents' perceptions.

- Respondents appear to be willing to share a significant amount of their personal information with organizations to prove or verify their identity. However, findings suggest that individuals' propensity to share sensitive personal information with businesses and governments varies across geographic regions. Specifically, our survey findings show:
 - Individuals in North America and Asia-Pacific are willing to share more personal data with both a trusted business organization and government than respondents in Europe and Latin America.
 - Individuals in North America, Europe and Asia-Pacific are willing to share more sensitive personal information with government than a business organization. In contrast, respondents in Latin America are willing to share more personal data with business than government.
 - Individuals in all four regions are willing to share substantially more sensitive personal information to receive enhanced verification capabilities (such as having one multi-purpose identity credential that can be used for various functions).
 - The data elements that respondents are most willing to share with business and government includes, name, address and telephone number. The data elements respondents are least willing to share include race, religion, and credit card number.
 - The data element "mother's maiden name" is accepted by North Americans for identity verification purposes, but is not well accepted in other parts of the world (especially Latin America).

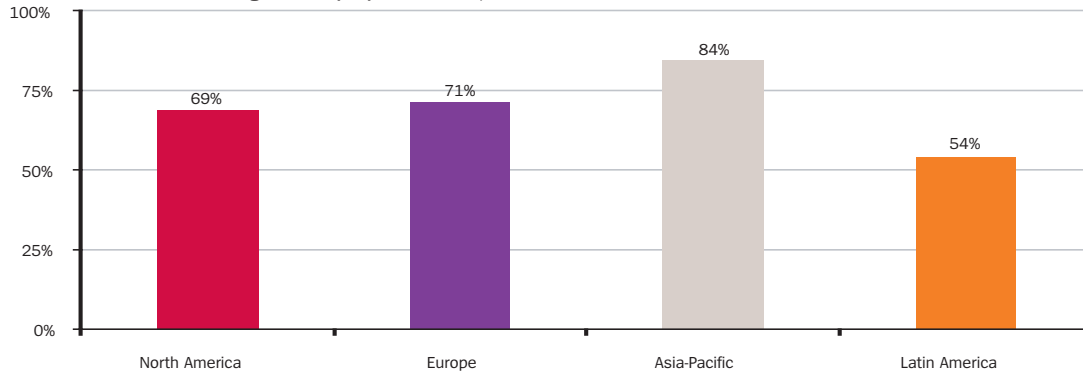
Bar Chart 1: Average pieces of personal data shared with business, government and for enhanced services across four global regions



- Respondents in all geographic regions prefer having one identity credential that can be used for multiple purposes or functions. Specifically, our survey findings show:

- According to respondents, the most important functions for a multi-purpose identity credential are to prove identity in order to access transportation channels (such as airplanes, trains, and buses), enter public locations (stadiums, airports and others), cross borders (customs) and access Internet accounts.
- The least important functions for a multi-purpose identity credential are to use cellular telephones, enter workplace locations (office), drive automobiles (replace key), use PDAs or enter homes.
- While many individuals prefer the multi-purpose identity credential to reside on an ID card, a large number of respondents like the idea of having it contained in a biometric, within a cellular phone, or in an article of clothing or jewelry.
- While most respondents do not like the idea of an identity credential as a chip implanted in their body, 10% of individuals in the Asia-Pacific region prefer the implanted chip.
- On average, respondents in all regions believe that banking institutions would be the most trusted to issue and manage the multi-purpose identity credential. In contrast, law enforcement (police) and tax authorities are the least trusted to issue identity credentials.
- Interoperability across national borders is critical to the success of the multi-purpose identity credential. That is, 68% of individuals believe it is important or very important that the credential is able to operate across national borders.

Bar Chart 2: Percentage of respondents in four global regions who would consider having a multi-purpose identity credential



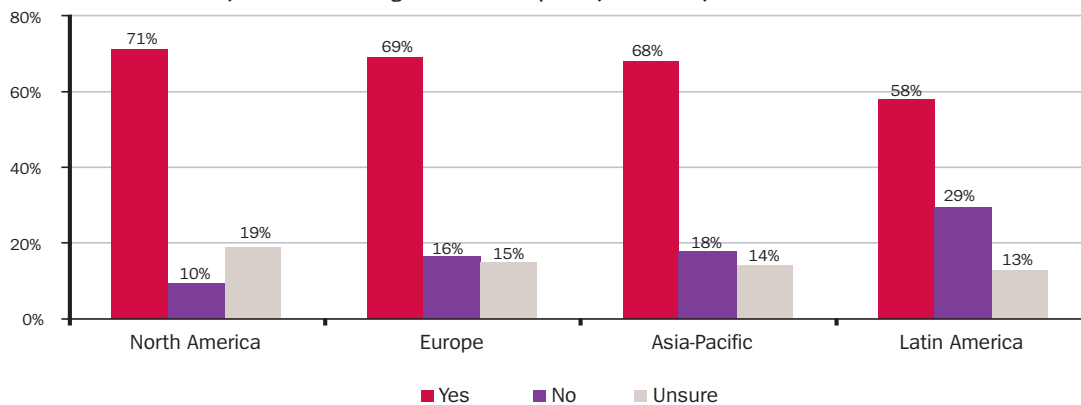
- A majority of respondents in all geographic regions accept the use of biometrics for identity verification purposes. Specifically, our survey findings show:

- Individuals in North America hold the most positive view of biometrics (71% say yes), while respondents in Latin America hold the least positive view (58% say yes).

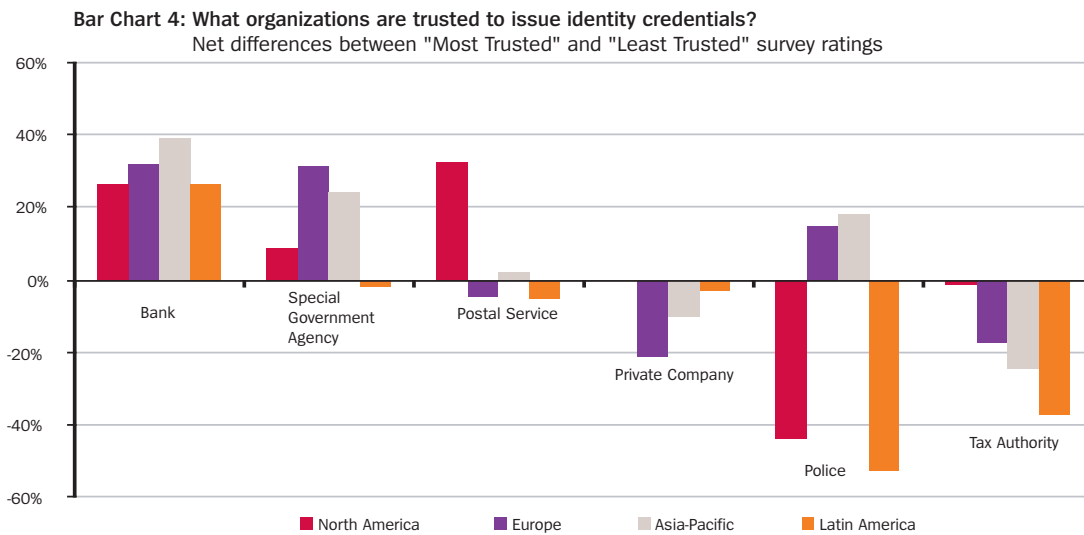
- The most preferred biometric methods are voice recognition and fingerprints, and the least preferred method is a scan of the iris or eye.

- The top reasons why respondents consider biometrics a good idea is convenience (not having to remember passwords) and efficiency (or speed) to prove identity. For those who don't want to use biometrics, the top reason is fear or suspicion about how these technologies work. Another concern by some respondents is the loss of privacy.

Bar Chart 3: Will you consider using biometrics to prove your identity?



- A majority of individuals believe certain types of business and governmental organizations need to have more rigorous identity verification methods than others. Our survey findings show:
 - Banks, law enforcement (police), credit card companies and health care providers are viewed as having the strongest (or most effective) forms of identity verification.
 - Food (grocery) stores, utilities and education are viewed as having the weakest (or least effective) identity verification methods.



Major Conclusions

The purpose of this study was to learn individuals' perceptions about identity management methods and technologies. The universal truth from respondents is that they want the identity management process to be convenient. It appears that people throughout the world want identity verification to make their lives less complex and more secure.

We anticipate that the results of our study will assist global organizations in the private and public sectors determine the most appropriate identity management methods. Each will have to decide on the following:

- Who should administer the identity credential?
- How should it be administered?
- What features should be contained in the credential?
- What education and outreach efforts need to be implemented to ensure acceptance?

Based on the results of our study, banking institutions are most trusted to issue and manage identity credentials. The least trusted organizations of credential issuance are police or law enforcement. Tax authorities are also not viewed favorably as an issuing entity. In consideration of the administrative issues, many respondents in our study appear to be worried that having too much information about themselves in one place will make them more vulnerable to criminal attacks and identity theft.

Respondents to our study are receptive to a variety of methods to prove and manage their identity. However, there are cultural differences that need to be considered. It seems that smart cards, biometrics and chips imbedded in cell phones or articles of clothing are accepted by people in most countries. While respondents in Asian countries are more accepting of chip implants, the rest of the world does not hold a favorable view of this identity method. With respect to biometrics, people are most receptive to voice recognition and fingerprints. They are uncertain about facial scans, hand geometry and iris (eye) scans.

People are supportive of a multi-purpose identity credential that operates across national borders. Most important to people is the ability to use this credential to travel safely, cross national borders and enter public places that require security safeguards. There is no agreement, however, to use

such a credential for more mundane tasks such as having access to your home or starting your car. Another universal finding is that people in all regions of the world are willing to share three key facts about themselves: name, address and telephone number. They do not want to share information about their race or religion.

Identity management and technologies are new concepts for most people to understand and feel confident about. Therefore, organizations need to take steps to educate and inform people about how the possible use of identity management methods will make them more secure and provide greater convenience in their daily lives. Without such awareness, universal adoption will be much harder to achieve and may be met with resistance.

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