



**CYBER READINESS**  
INSTITUTE

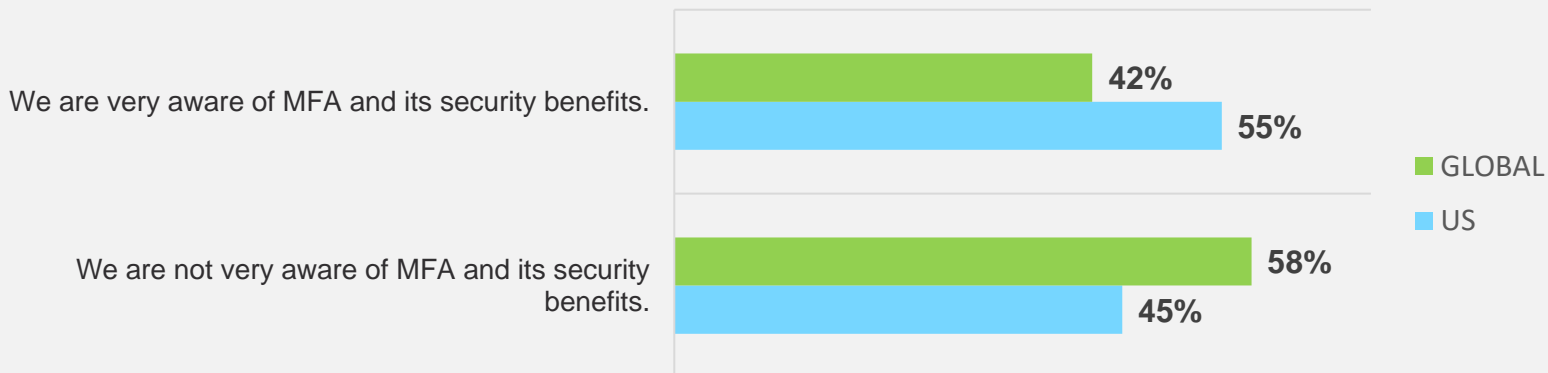
***2024 Global Multifactor Authentication (MFA)  
Survey Insights  
Small and Medium-Sized Businesses***

[cyberreadinessinstitute.org](https://cyberreadinessinstitute.org)

## Global vs U.S. MFA Awareness: Flip Sides of the Same Coin

### QUESTION

The following best describes the level of awareness you have of MFA and the related security benefits at your company.

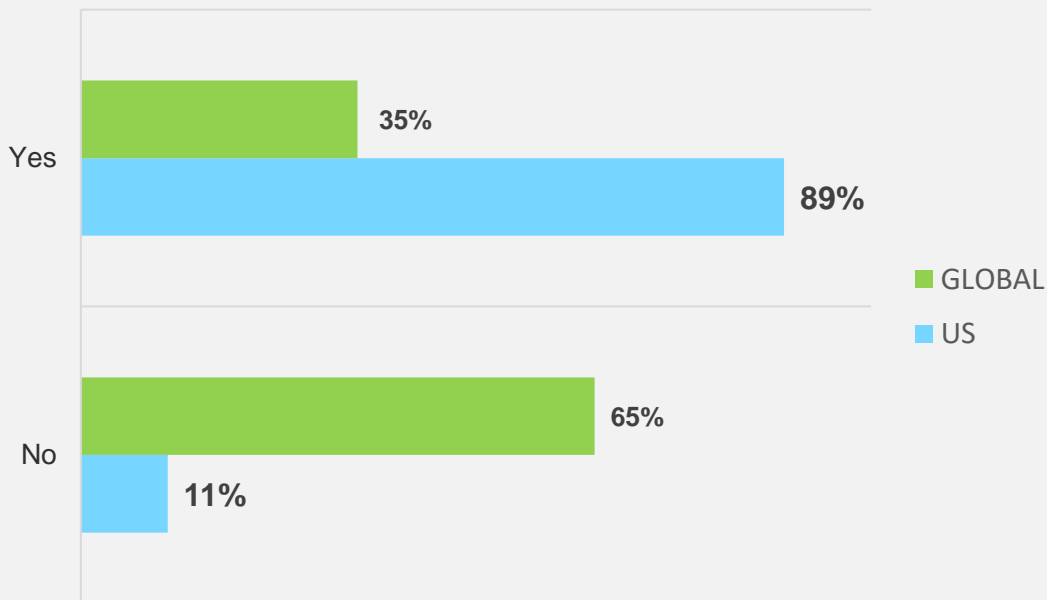


# U.S. Implementation Dramatically Outpaces Global Counterparts.

## QUESTION

Does your business implement MFA?

Source: Cyber Readiness Institute MFA Oct. 2024 (GLOBAL N=2274, US N = 394)

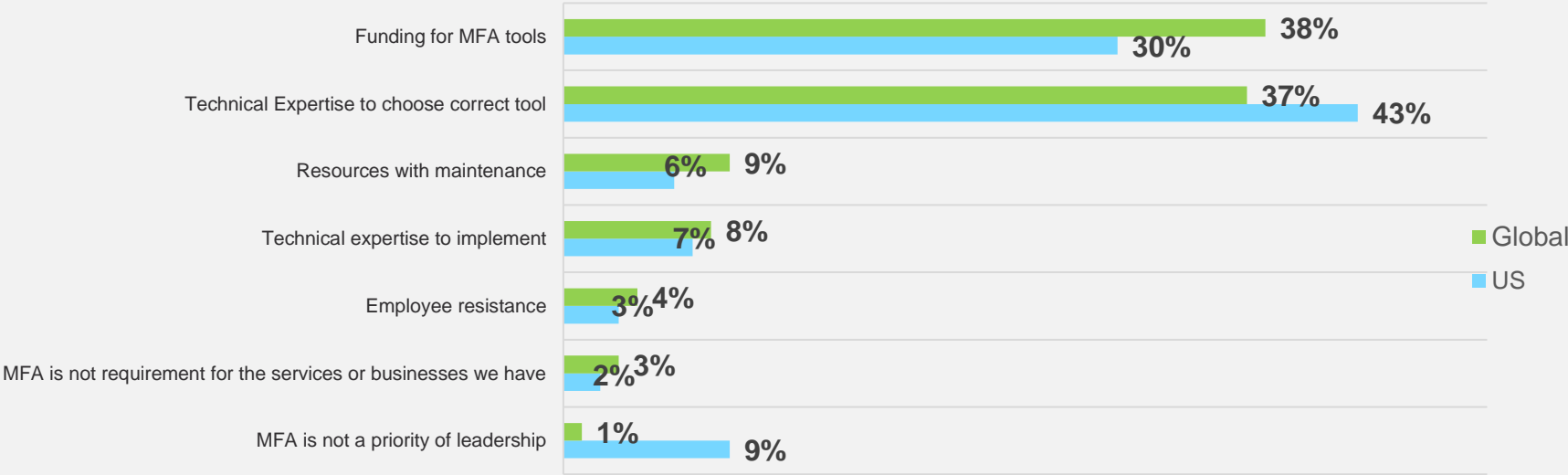


# SMBs using MFA Survey Analysis

# Funding for MFA Tools and Expertise Rank as Most Significant Challenges for Global and U.S. SMBs

**QUESTION**

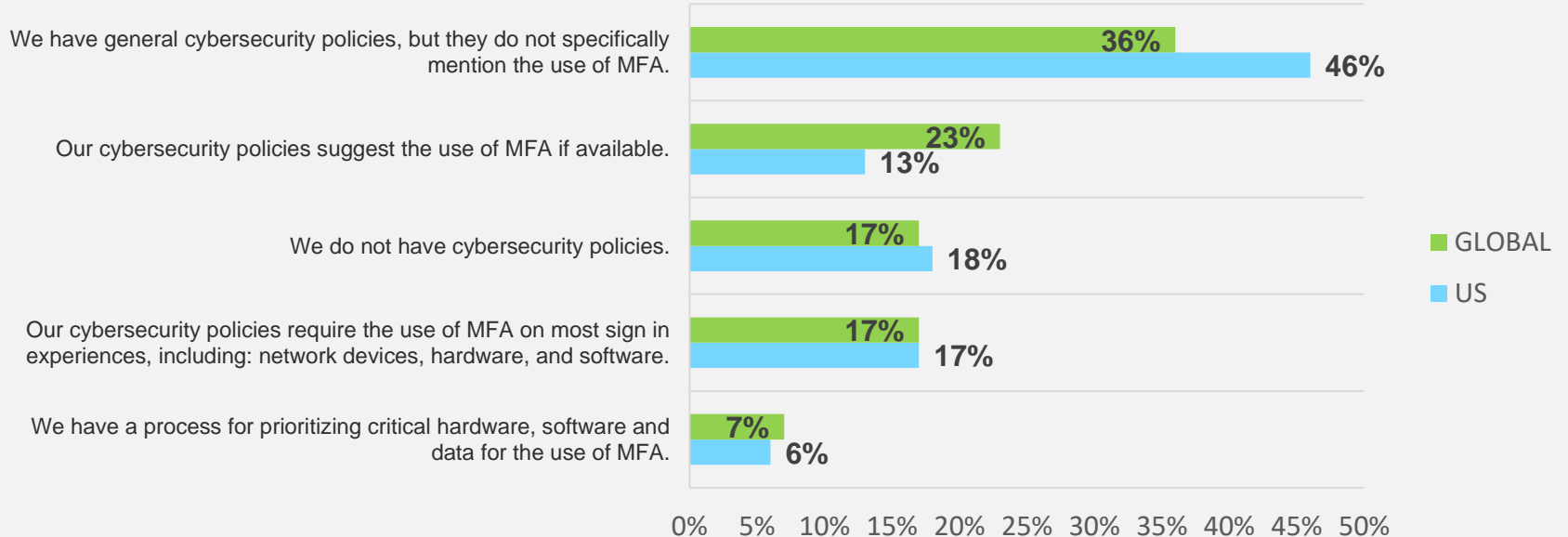
Please rank the following challenges with implementing MFA across your enterprise with 1 being the most challenging and 7 the least challenging.



# Few SMBs Require MFA on Internal Systems and Devices

**QUESTION**

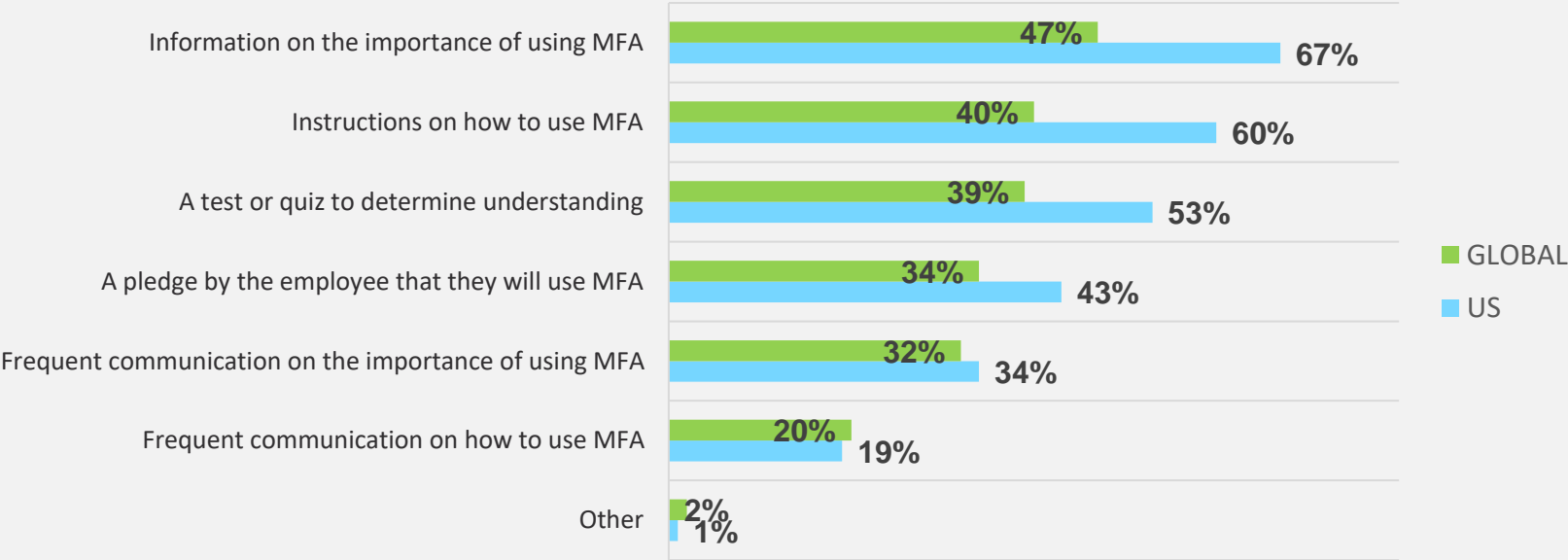
Our cybersecurity policies reference MFA in the following way:



# Frequent Communications on MFA Importance and Training a Challenge for SMBs

**QUESTION**

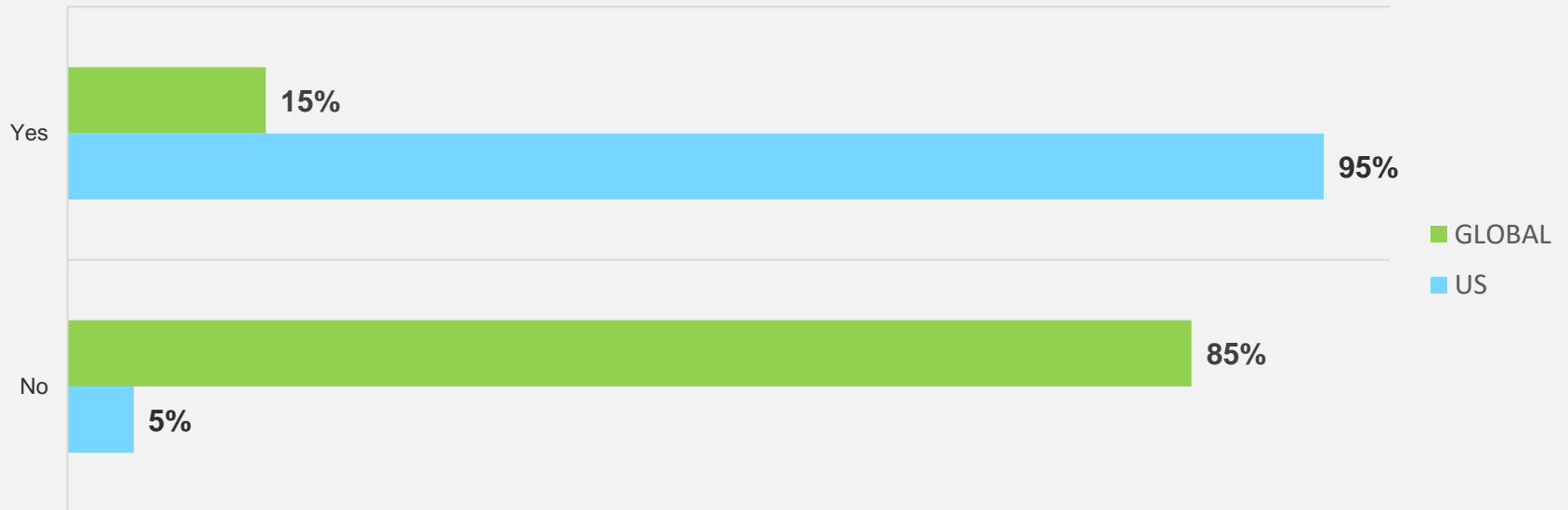
Our employee training on the use of MFA includes the following:



# Few Global SMBs Require Customers and Suppliers Use MFA, While Nearly All U.S. SMBs Do

## QUESTION

Do you require the use of MFA by any customers or suppliers that connect to your systems?





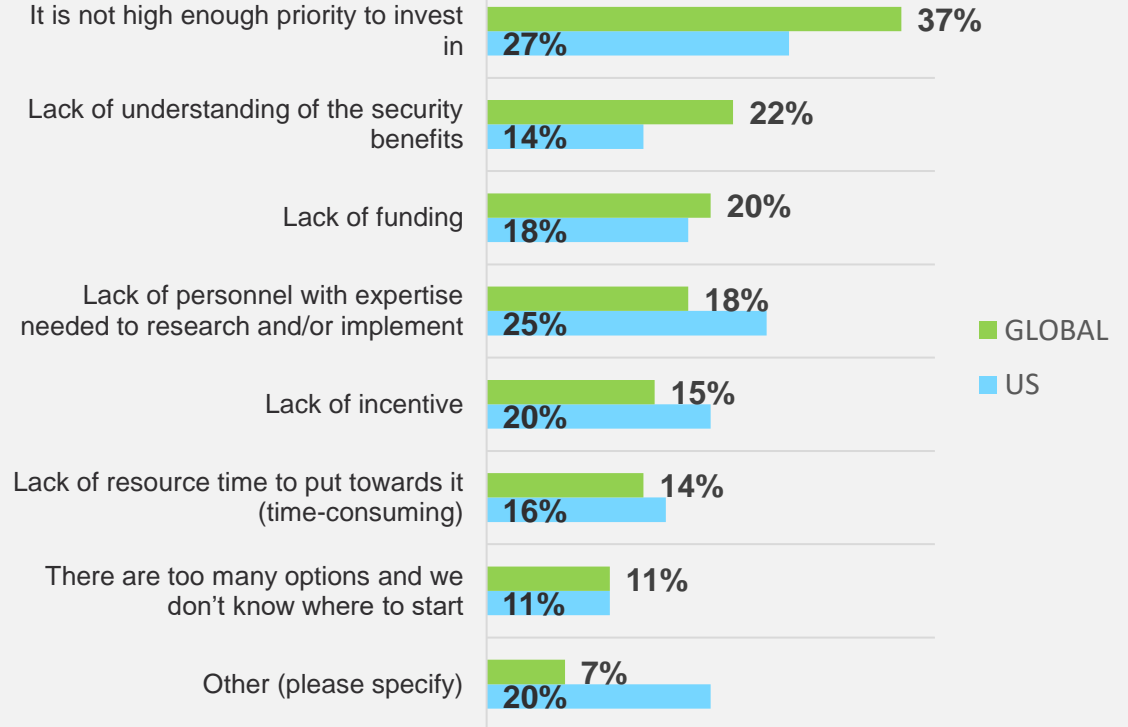
# SMBs not using MFA



# Lack of Priority, Understanding, and Expertise Biggest Barriers to MFA Implementation Worldwide

**QUESTION**

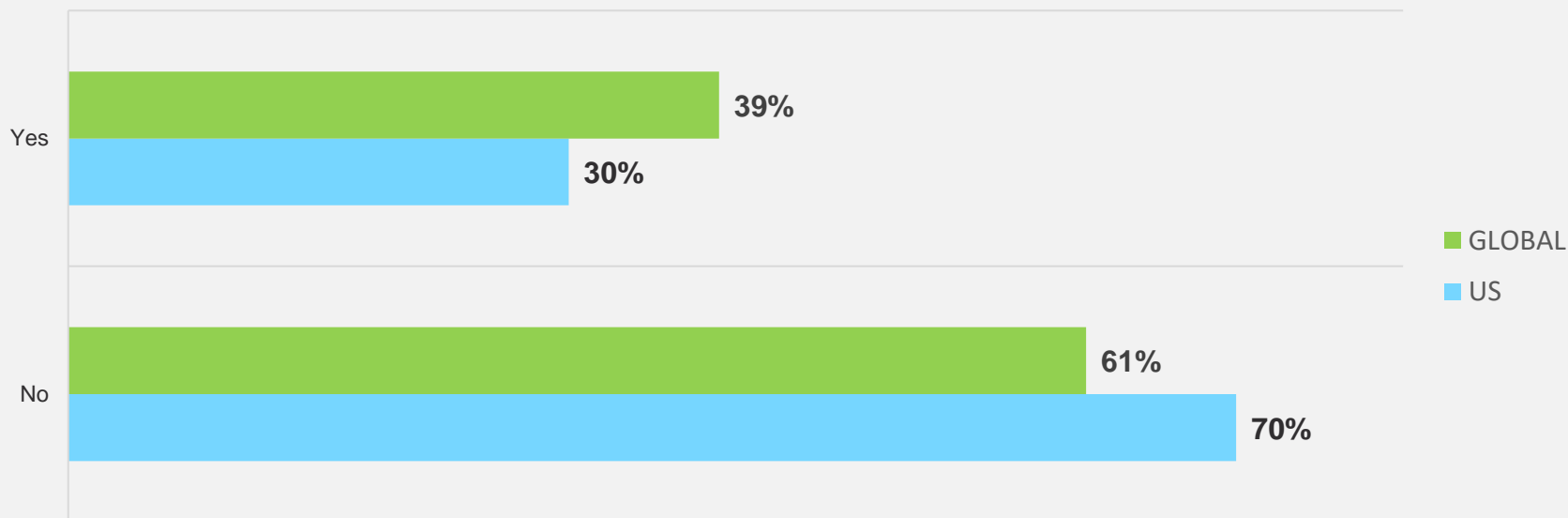
Which of the following best describes the reason that your organization has not implemented MFA?



## Not Many SMBs Worldwide See a Need for MFA

### QUESTION

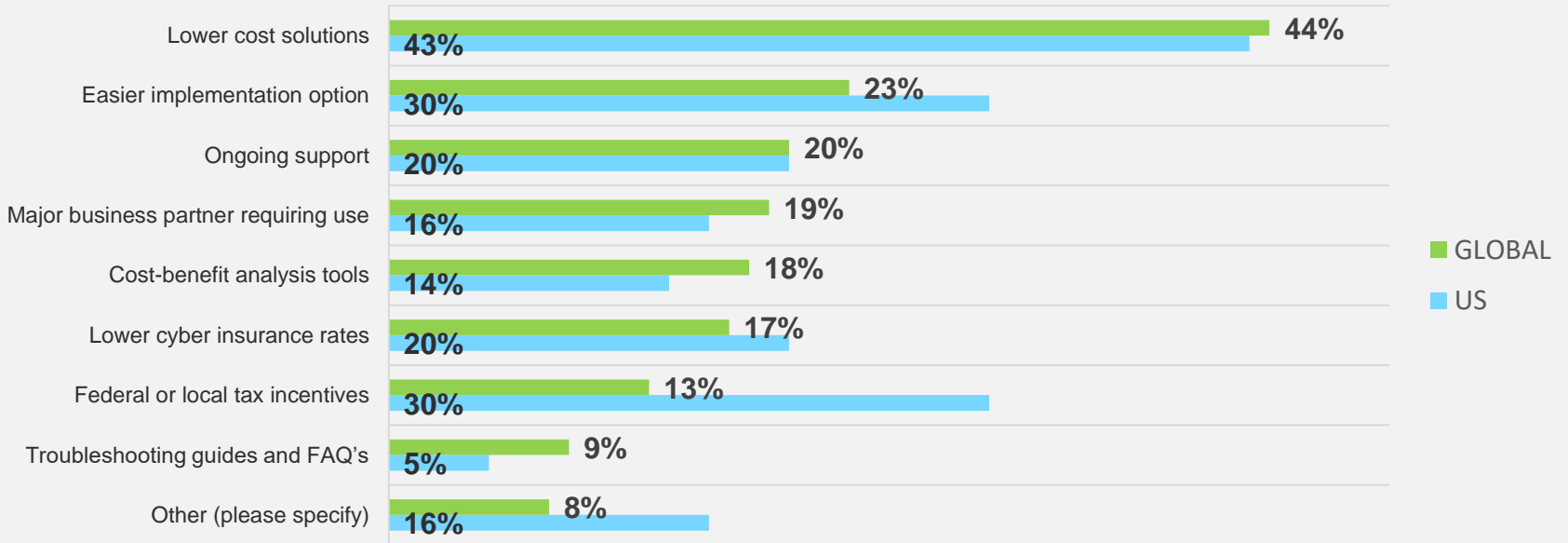
Are you considering Implementing MFA in the future?



# Lower Costs and Easier Implementation are Key to Drive Wider MFA Adoption

**QUESTION**

Which of the following would incentivize your organization to require the use of MFA? (Select all that apply)



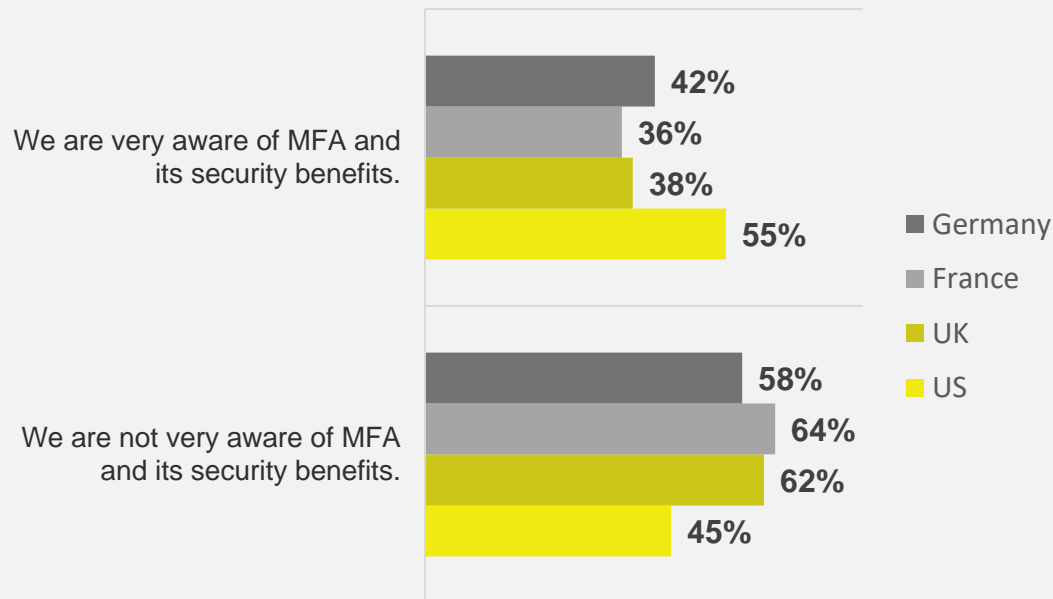
# Regional Breakout: Europe + U.S.

## Several European Countries Lag the U.S. in MFA Awareness

### QUESTION

The following best describes the level of awareness you have of MFA and the related security benefits at your company.

Source: Cyber Readiness Institute MFA Survey 2024  
USA N = 394, UK N = 401, Germany N = 411, and France N = 432

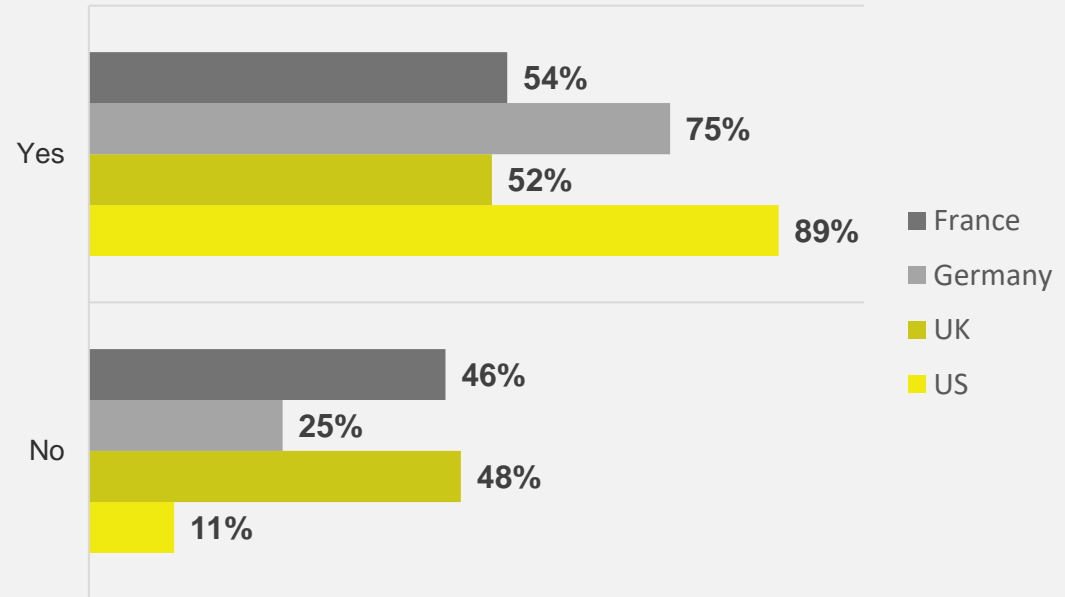


# The UK and France Show Significant Gaps in MFA Implementation, While the U.S. and Germany Lead.

## QUESTION

Does your business implement MFA?

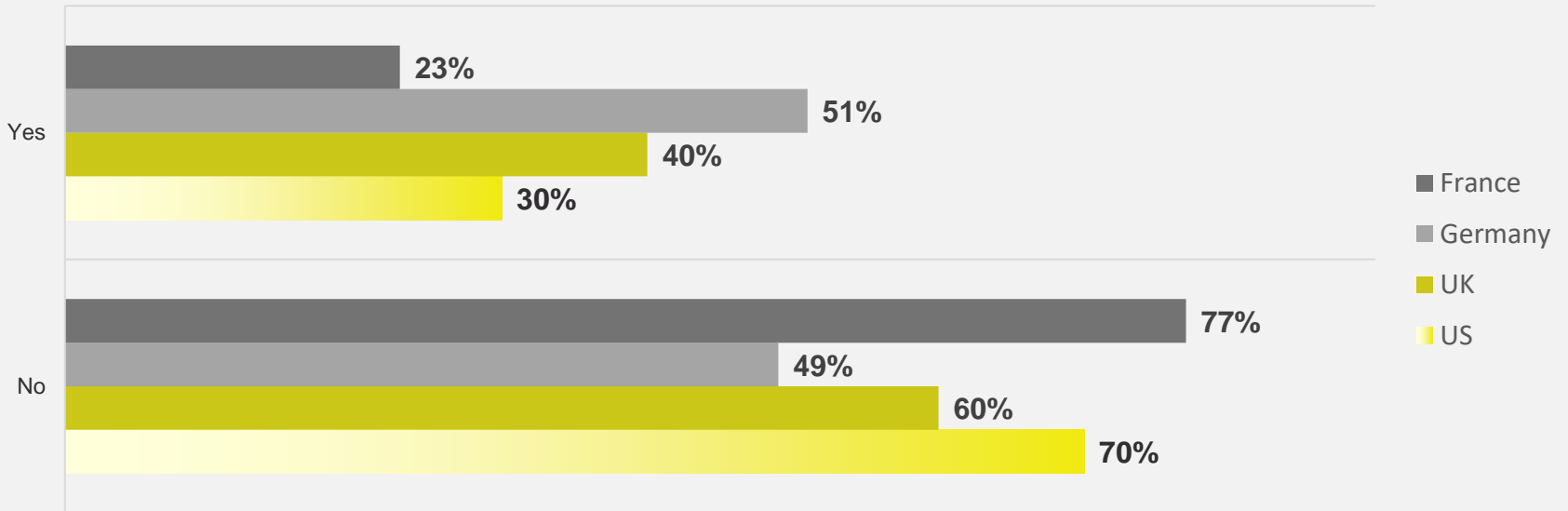
Source: Cyber Readiness Institute MFA Survey 2024  
USA N = 394, UK N = 401, Germany N = 411, and France N = 432



# Half of German SMBs Are Considering Using MFA. Most SMBs in France, the UK, and the U.S. Are Not

**QUESTION**

Are you considering Implementing MFA in the future?





A woman with short dark hair and glasses, wearing a dark blazer over a white top, is shown in profile from the waist up. She is holding a tablet in her left hand and a smartphone in her right hand. The background is a bright, hazy green gradient. The word "Firmographics" is overlaid in large, bold, black text.

# Firmographics

## Countries Include in the Survey

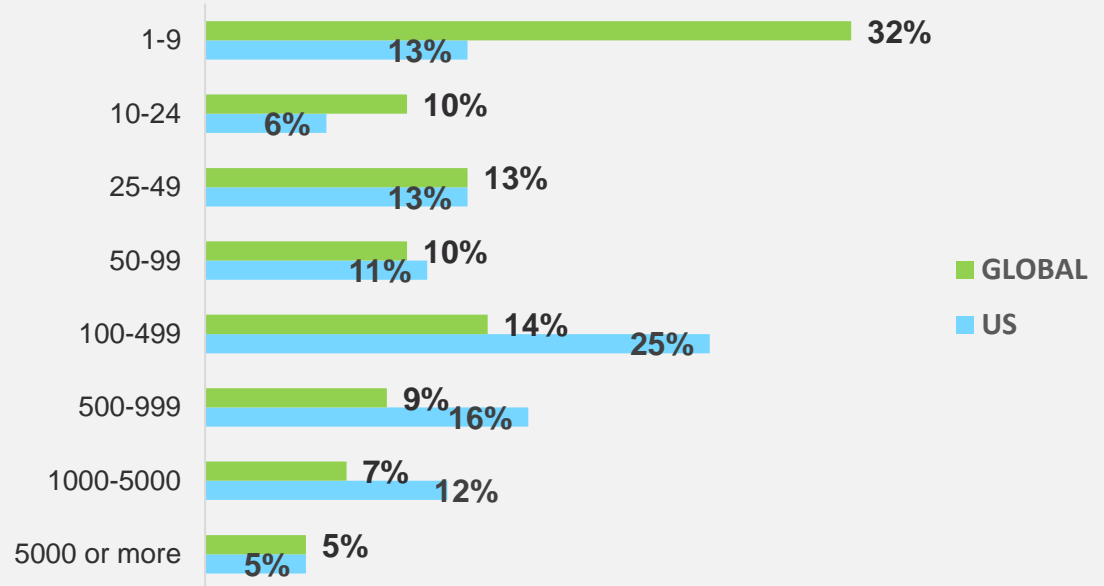
- United States of America
- United Kingdom
- France
- Germany
- China
- India
- Japan
- South Africa
- Brazil
- Chile

Note: While the overall survey is statistically sound, individual country data is statistically valid only for the U.S., UK, France, and Germany, with a 95% confidence level and a 5% margin of error.

# Number of employees

## QUESTION

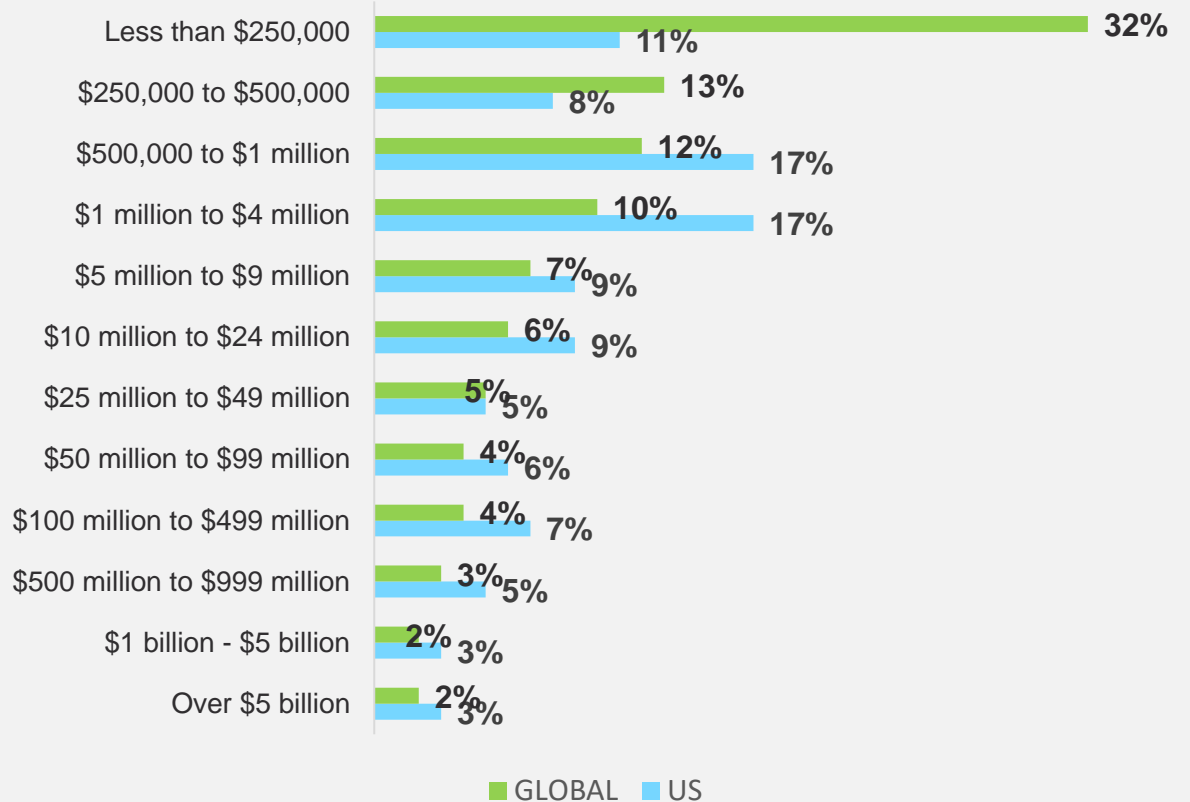
Please select the number of employees your organization currently employs.



# Revenue

**QUESTION**

Please select the revenue span that best represents your organization.



# Top 10 industries represented in the survey

## QUESTION

Which of the following best describes your company's industry?

### Global Results

1. Education
2. Construction, Machinery, and Homes
3. Finance & Financial Services
4. Telecommunications, Technology, Internet & Electronics
5. Advertising & Marketing
6. Business Support & Logistics
7. Food & Beverages
8. Retail & Consumer Durables
9. Healthcare & Pharmaceuticals
10. Automotive

### U.S. Results

1. Construction, Machinery, and Homes
2. Advertising & Marketing
3. Education
4. Telecommunications, Technology, Internet & Electronics
5. Real Estate
6. Agriculture
7. Finance & Financial Services
8. Business Support & Logistics
9. Healthcare & Pharmaceuticals
10. Manufacturing