Global Small Business Multi-Factor Authentication (MFA) Study
MFA Awareness and Implementation

In May, CRI launched a global study to discover the level of MFA awareness and implementation among 1403 small and medium-sized business surveyed across eight countries. The study was sponsored by CRI Members, including Mastercard, Principal Financial Group, Apple and the Center for Global Enterprise.
55% of SMBs are not very aware of MFA and its security benefits.

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

Source: Cyber Readiness Institute Global MFA Survey, Small and Medium-sized Businesses, May 2022 (Global N=1403)
54% of SMBs do not implement MFA for their business

Does your business implement MFA?

Yes: 46%
No: 54%
SMBs using MFA
Only 28% of SMBs require the use of MFA

Our cybersecurity policies reference MFA in the following way:

*Note: Only 13% of the global SMBs surveyed require the use the MFA.

- We have general cybersecurity policies, but they do not specifically mention the use of MFA. 30%
- We do not have cybersecurity policies. 15%
- Our cybersecurity policies suggest the use of MFA if available. 27%
- Our cybersecurity policies require the use of MFA on most sign in experiences, including: network devices, hardware (including printers, fax machines, etc.), and software. 28%
39% of SMBs have a process for prioritizing MFA use

The following best describes our process for prioritizing when and where to use MFA:

- We have a process for prioritizing critical hardware, software and data for the use of MFA: 39%
- We encourage the use MFA when it is available: 49%
- We don’t have a process for this: 11%
Databases, accounting software, and HR software are the top 3 applications where SMBs require the use of MFA.

Our company requires the use of MFA for the following software:

- Databases: 45%
- Accounting software: 44%
- HR software: 40%
- Social Media Accounts: 34%
- Email/Calendar: 33%
- Productivity software: 32%
- Corporate Remote Access: 28%
- Production/shipping software: 27%
- All of our software is controlled by a single sign on provider (e.g. Azure AD, Duo, etc): 23%
- Collaboration tools: 22%
- Company doesn’t require MFA on software: 9%
- Other (please specify): 2%
Funding for the tooling & resources are the top two challenges for SMBs implementing MFA.

Please rank the following challenges with implementing MFA across your corporate enterprise by dragging the options below: (1 being most challenging & 8 being least challenging)

1. Funding for MFA tooling
2. Resources with implementation
3. Technical expertise to choose correct tooling
4. Resources with maintenance
5. Technical expertise to implement
6. Employee resistance
7. MFA is not a priority of leadership
8. MFA is not requirement for the services or businesses we have
More than 28% of SMBs use push notification to phone or email and single-use passwords to authenticate.

**QUESTION**

Which of the following best describes the type of MFA your company uses?

- Token-Based (a small device that rotates unique numerical codes) - 15%
- Time-based (time-limit based auto-generated codes) - 12%
- Push notifications to a phone or alternate email - 29%
- One-Time Password (unique passwords that are only valid for a single login session for a defined period of time) - 28%
- Biometric: physical (fingerprint, retina scan, etc.) - 7%
- Authenticator Applications - 7%
- None of the above - 1%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
20% of SMBs do not have employee training on the use of the MFA.

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

- Instructions on how to use MFA: 45%
- Information on the importance of using MFA: 46%
- A test or quiz to determine understanding: 31%
- A pledge by the employee that they will use MFA: 27%
- Frequent communication on the importance of using MFA: 21%
- Frequent communication on how to use MFA: 30%
- We do not have employee training on the use of MFA: 20%
- Other (please specify): 1%
SMBs not using MFA
30% of SMBs do not understand MFA.

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

- We don’t understand MFA: 30%
- We don’t see the value in MFA: 17%
- MFA is too time-consuming and inconvenient to use: 9%
- It is too confusing or complicated to implement: 15%
- None of the above: 29%
20% of SMBs cite ‘inconvenient to use’ for resisting MFA.

Employees cite the following reasons for resisting the use of MFA:

- They do not know how to set it up: 28%
- It is inconvenient to use: 20%
- It does not always work: 9%
- We do not ask employees about this: 56%
Firmographics
Please select the location of your organization.
**Number of employees**

**QUESTION**

Please select the number of employees your organization currently employs.

- 1-9: 49%
- 10-24: 10%
- 25-49: 8%
- 50-99: 7%
- 100-499: 9%
- 500-999: 7%
- 1000-5000: 5%
- 5000 or more: 5%
Revenue

Please select the revenue span that best represents your organization.

<table>
<thead>
<tr>
<th>Revenue Span</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $250,000</td>
<td>45%</td>
</tr>
<tr>
<td>$250,000 to $500,000</td>
<td>12%</td>
</tr>
<tr>
<td>$500,000 to $1 million</td>
<td>9%</td>
</tr>
<tr>
<td>$1 million to $4 million</td>
<td>9%</td>
</tr>
<tr>
<td>$5 million to $9 million</td>
<td>5%</td>
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<tr>
<td>$10 million to $24 million</td>
<td>4%</td>
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<tr>
<td>$25 million to $49 million</td>
<td>3%</td>
</tr>
<tr>
<td>$50 million to $99 million</td>
<td>3%</td>
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<td>$1 billion - $5 billion</td>
<td>2%</td>
</tr>
<tr>
<td>$5 billion to $9 billion</td>
<td>2%</td>
</tr>
<tr>
<td>Over $5 billion</td>
<td>2%</td>
</tr>
</tbody>
</table>
Top 10 industries represented in the survey

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

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