

THE FALSE SENSE OF APP SECURITY

How App Dependency Is Threatening User Security & Digital Identities

Even though users are more security-conscious than ever, their behavior still doesn't align with their intentions. Often, the convenience, immediacy and pure dependency of apps supersedes security considerations.



THE DIGITAL LIFE CRISIS

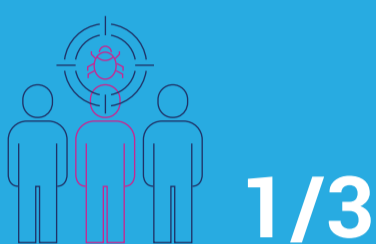
20% One in five respondents, regardless of age, have had their mobile device stolen or computer hacked.

1/5 Nearly one in five respondents between ages 21 and 30 has had their identity stolen.

50+ Only 2% of respondents over 50 years of age say their identity has been stolen.

YOUNG OR THE RECKLESS

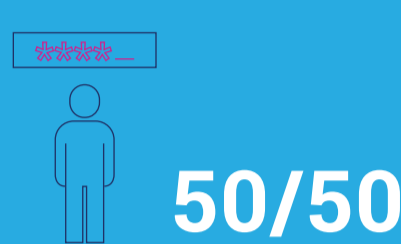
By a wide margin, the younger the generation, the more likely the person is to be a victim of identity theft or cyber crime. More awareness is required, particularly for older users, to better understand the threat landscape.



Almost one in three respondents under the age of 30 (31%) has been hacked.

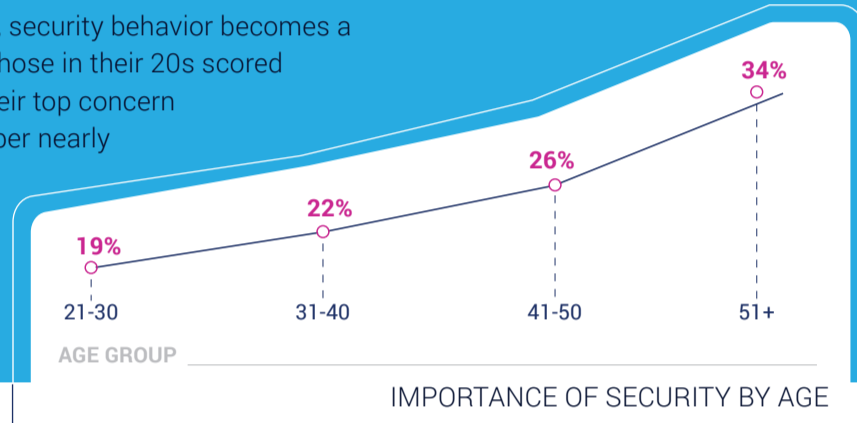


Globally, 34% of respondents under 30 has lost their mobile device or computer.



Of the 21-30 age demographic, 50% either never change passwords or use the same password for most of the apps.

OLDER, WISER. As people age, security behavior becomes a greater priority when using apps. Those in their 20s scored lowest when ranking security as their top concern (19%). For users over 50, that number nearly doubles (34%).



24% UNITED STATES
Users with Known Hacked Devices or Computers

24% UNITED KINGDOM
Users with Known Hacked Devices or Computers

29% CHINA
Users with Known Hacked Devices or Computers

27% SOUTH KOREA
Users with Known Hacked Devices or Computers

HACKS BY COUNTRY

Hacking incidents against employees is a global issue. A fifth of respondents say their device or computer has been hacked (20%), highlighting the challenges IT teams have in protecting an enterprise network with an untold number of attack vectors.

83%

“ IS THIS APP SECURE? MAYBE? THE REVIEWS LOOK GOOD. SHOULD I DOWNLOAD IT? I REALLY WANT IT. ”

ONLY AT FIRST. When downloading an app for the first time, 83% of respondents either agree or strongly agree that security risks influence their decision to download that app. Once they start using the app, however, those concerns drop in priority.

SECURITY-FIRST BEHAVIOR IS RARE

When using apps, respondents don't make security a priority. Performance and ease of use are more important.



32%

PERFORMANCE



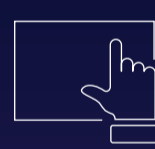
27%

EASE OF USE



24%

SECURITY



16%

USER INTERFACE



WHAT'S THE PASSWORD?



PASSWORD?

1 IN 5

Password diligence is difficult — and a rarity. Fewer than one in five (17%) use a different password for every app.

1/10

When asked about the frequency of changing passwords, 11% said they never do it for their apps.

29%

Globally, 3 out of 10 (29%) use the same password for the majority of their apps.

IT'S REAL DATA FROM THE A10 APPLICATION INTELLIGENCE REPORT



Want to learn more about A10's findings? Visit a10networks.com/AIR to explore the data and download the in-depth A10 Application Intelligence Report. AIR examines employee behavior and attitudes toward the use of apps, and their impact on personal and corporate security.

About AIR

The Application Intelligence Report (AIR) is a global research project that examines the behavior and attitudes of the global workforce toward the use of business and personal apps, and their impact on personal and corporate security. AIR was commissioned by A10 Networks and conducted independently by strategic research firm Provoke Insights. It involves more than 2,000 business and IT professionals in 10 countries, with the intent to provide education for employers that can help them reassess corporate policies, make smart product investment decisions and ultimately protect their businesses — and their applications — by simply becoming more aware of the behavior of their employees.

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About A10

A10 Networks (NYSE: ATEN) is a Secure Application Services™ company, providing a range of high-performance application networking solutions that help organizations ensure that their data center applications and networks remain highly available, accelerated and secure. Founded in 2004, A10 Networks is based in San Jose, Calif., and serves customers globally with offices worldwide. For more information, visit: www.a10networks.com and on Twitter @A10Networks.



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