More authentication? Consumers say, “Yes, please.”

At 79%, Consumers overwhelmingly agree that using a variety of payment authentication methods (passwords, PINs, etc) protects them from fraud. This is probably why 80% say they are generally willing to take extra steps during checkout to authenticate their payment information.

84% are willing to provide a one-time code sent to their mobile device to complete a purchase
79% would answer security questions
77% would give their CVV code to increase security

Consumers are Getting Comfortable Using Biometrics to:

Access their mobile phones 67%
Complete a payment on a personal device such as a laptop or mobile phone 65%
Go through airport security 65%
Complete a payment within a retail store 53%

While in-store, Consumers are about as willing to use facial recognition (50%) as fingerprint biometrics (51%) during checkout for authentication.

But they much prefer more common authentication methods:

80% Signing a screen
79% Entering a PIN
78% Signing a receipt

SOURCE: The Amex Trendex: 2022 Payment Security Edition is based on a sample of 1,008 respondents weighted to U.S. census based upon gender, age, education, race and region. The anonymous survey was conducted online September 19-21, 2022.
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