



**CYBER READINESS**  
INSTITUTE

# U.S. Small Business Multi-Factor Authentication (MFA) Study 2023

[BeCyberReady.com](https://BeCyberReady.com)

# Survey Insights

## **Awareness Without Action: Second Annual CRI Survey Shows Growing Awareness of MFA Benefits Fails to Drive Implementation**

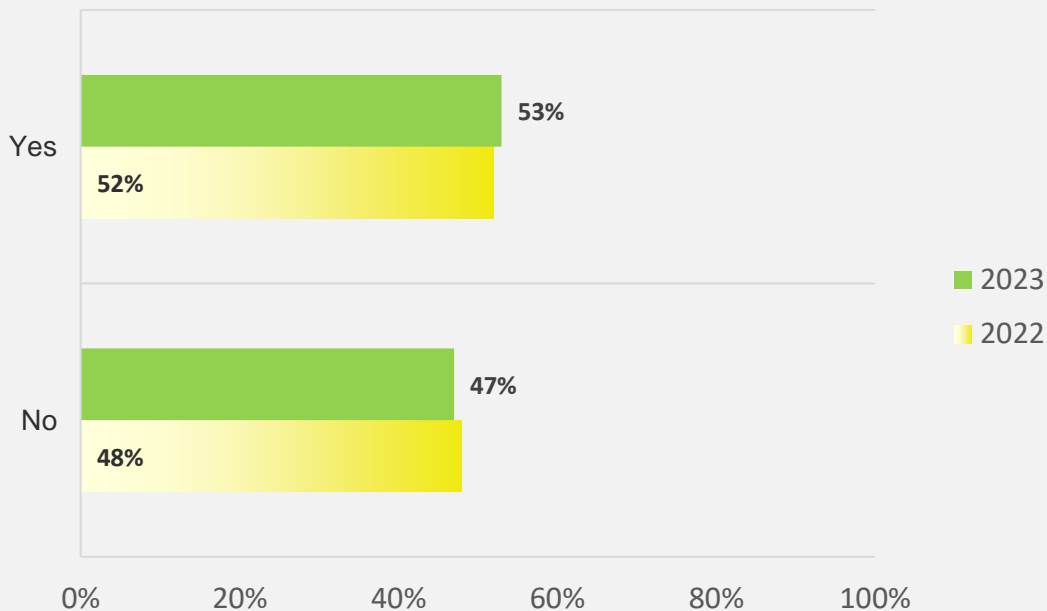
- Just Over Half of U.S. SMBs are Implementing MFA, but a Significant Portion Do Not
- Awareness of MFA Benefits Increases But Fewer SMBs are Getting the Message
- MFA Still Not a Requirement at Most SMBs
- More SMBs Encourage MFA Use But Fewer Have Process to Prioritize Use
- Accounting, HR and databases are the top 3 applications where SMBs require the use of MFA.
- Top Barriers to MFA Use: Funding and Resources
- Push Notifications Lead as Most Used MFA Method by SMBs
- MFA Training Gains Traction: Instructions and Training Rise in 2023
- SMBs Still Question the Benefit of Implementing MFA
- The inconvenience of using MFA has become a growing complaint among employees

# Just Over Half of U.S. SMBs are Implementing MFA, but a Significant Portion Do Not

## QUESTION

Does your business  
implement MFA?

Source: Cyber Readiness Institute MFA Survey (U.S. Only),  
Small and Medium-sized Businesses, May 2022 (N=485), and  
Oct. 2023 (N=484)

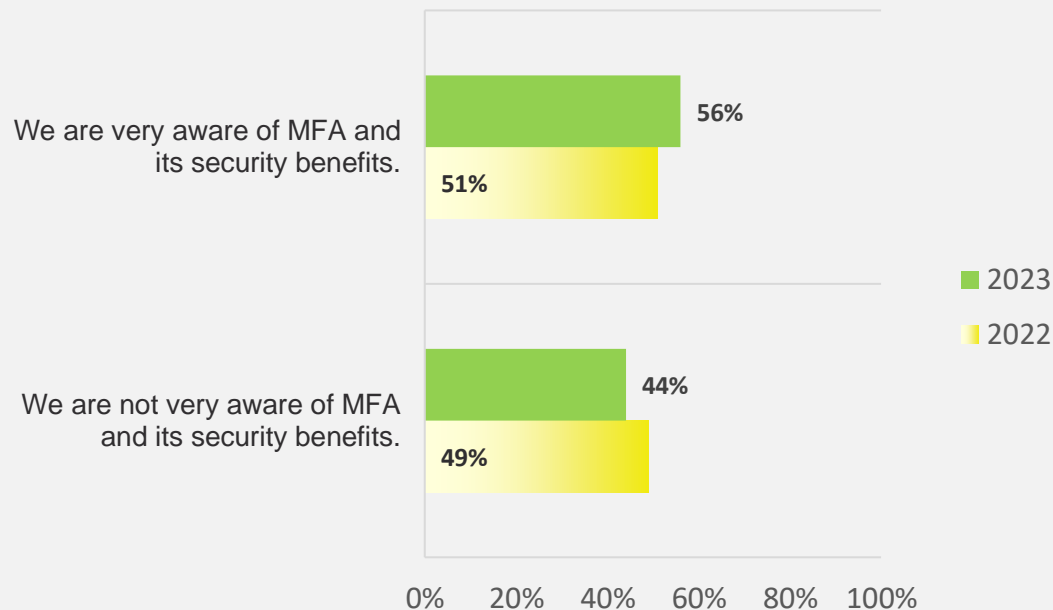


# Awareness of MFA Benefits Increases But Fewer SMBs are Getting the Message

## 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 (U.S. Only), Small and Medium-sized Businesses, May 2022 (N=485), and Oct. 2023 (N=484)*

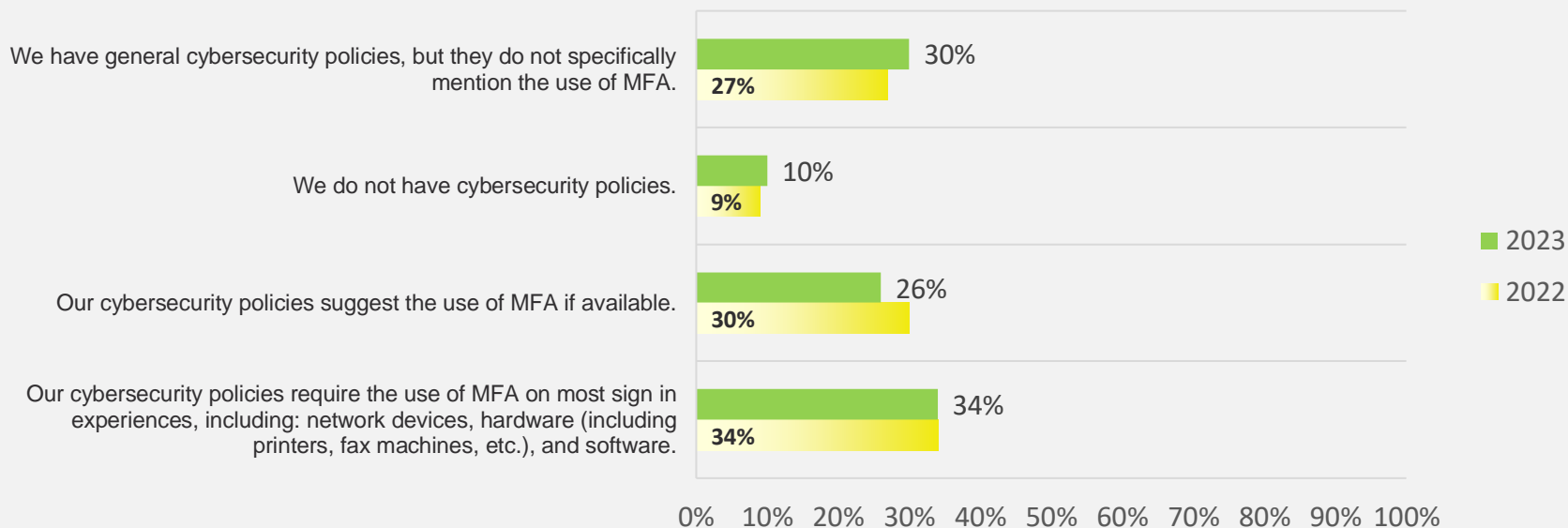


# SMBs using MFA Survey Analysis

# Only 34% of SMBs require the use of MFA

**QUESTION**

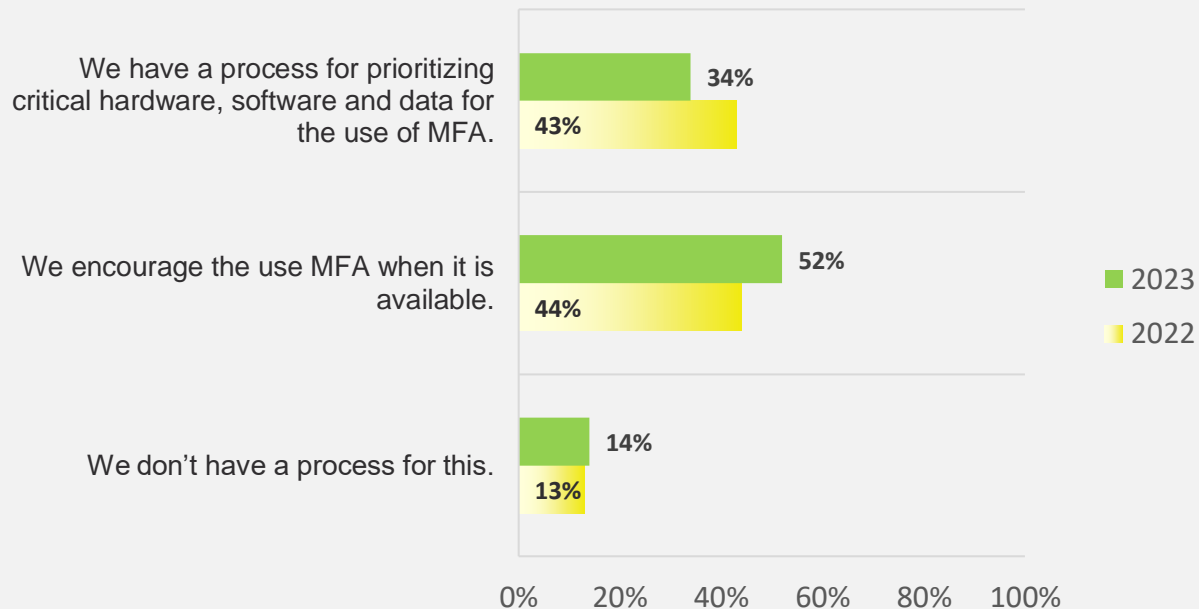
Our cybersecurity policies reference MFA in the following way:



# More SMBs Encourage MFA Use But Fewer Have Process to Prioritize Use

## QUESTION

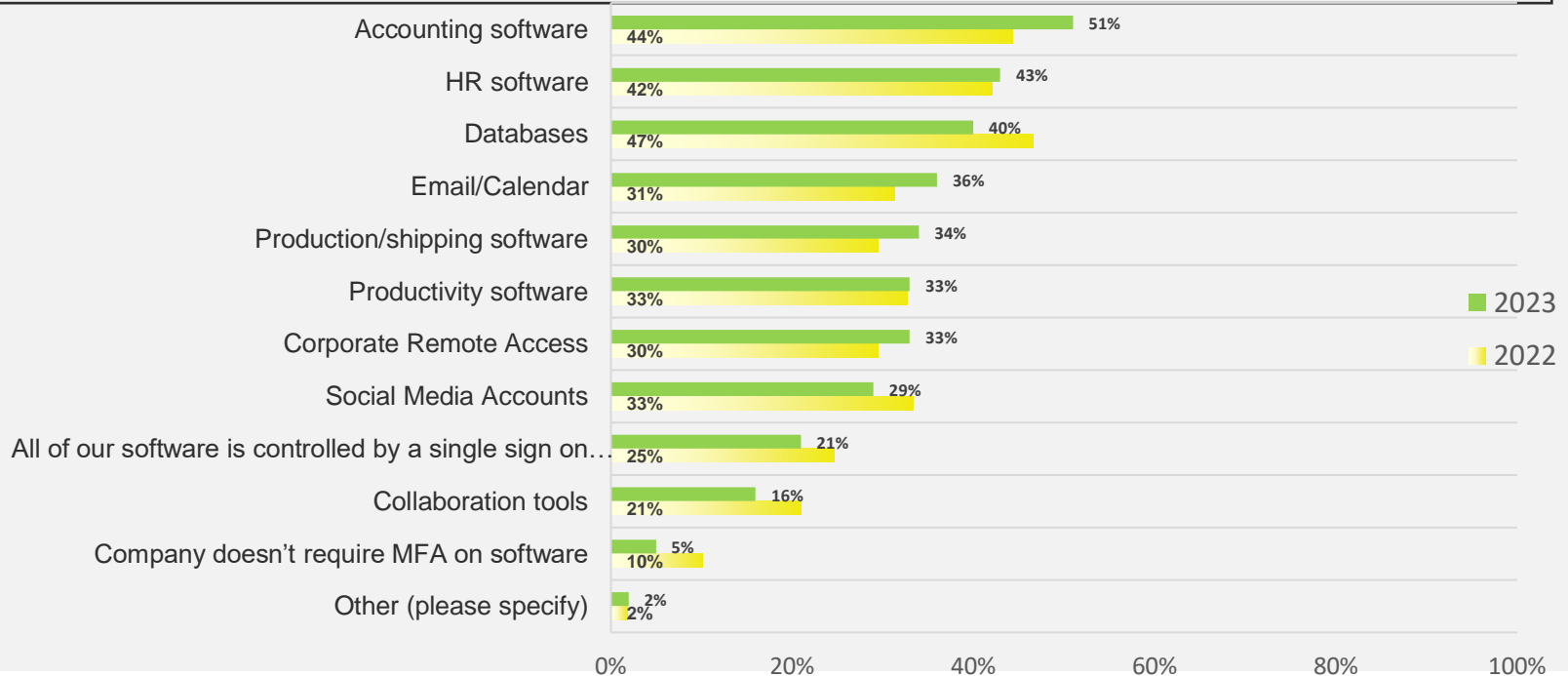
The following best describes our process for prioritizing when and where to use MFA:



# Accounting software, HR software and databases are the top 3 applications where SMBs require the use of MFA.

## QUESTION

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

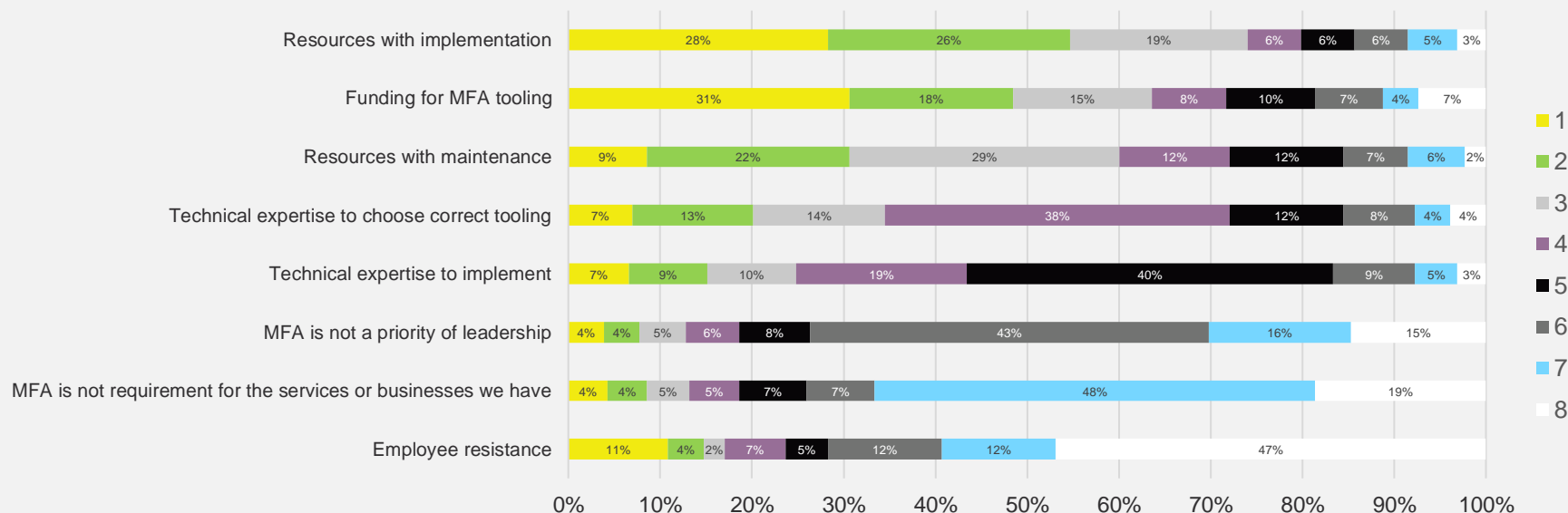




# Top Barriers to MFA Use: Funding and Resources

## QUESTION

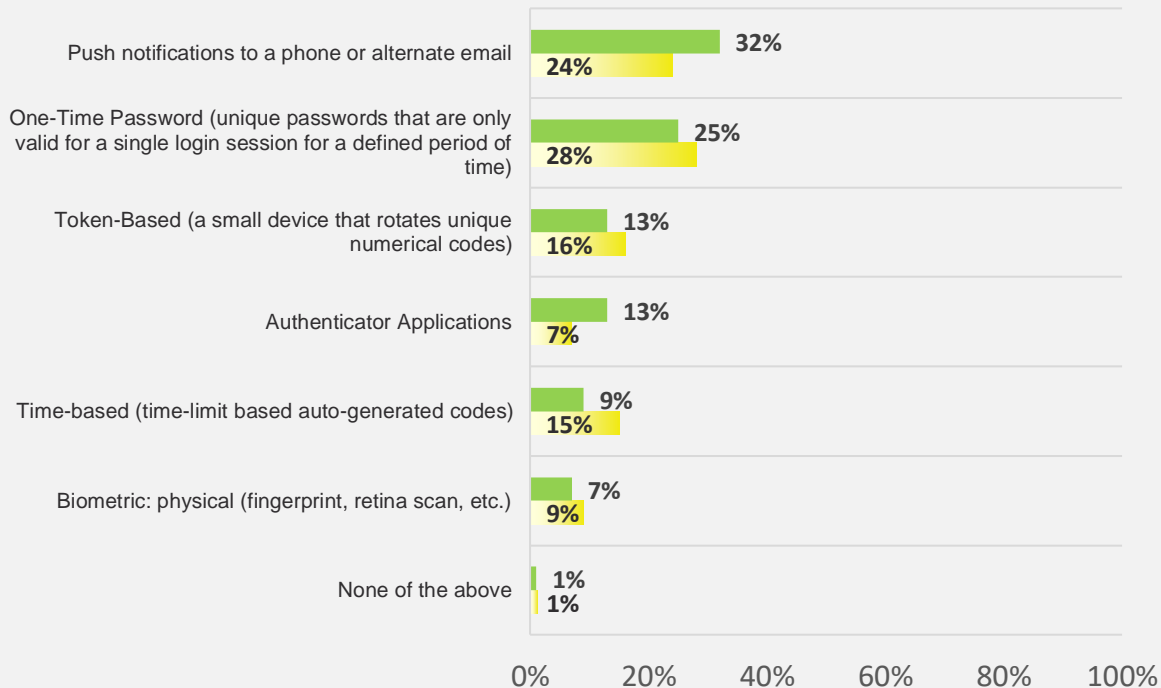
Please rank the following challenges with implementing MFA across your corporate enterprise by dragging the options below: (1 being most challenging & 8 being least challenging)



# Push Notifications Lead as Most Used MFA Method by SMBs

**QUESTION**

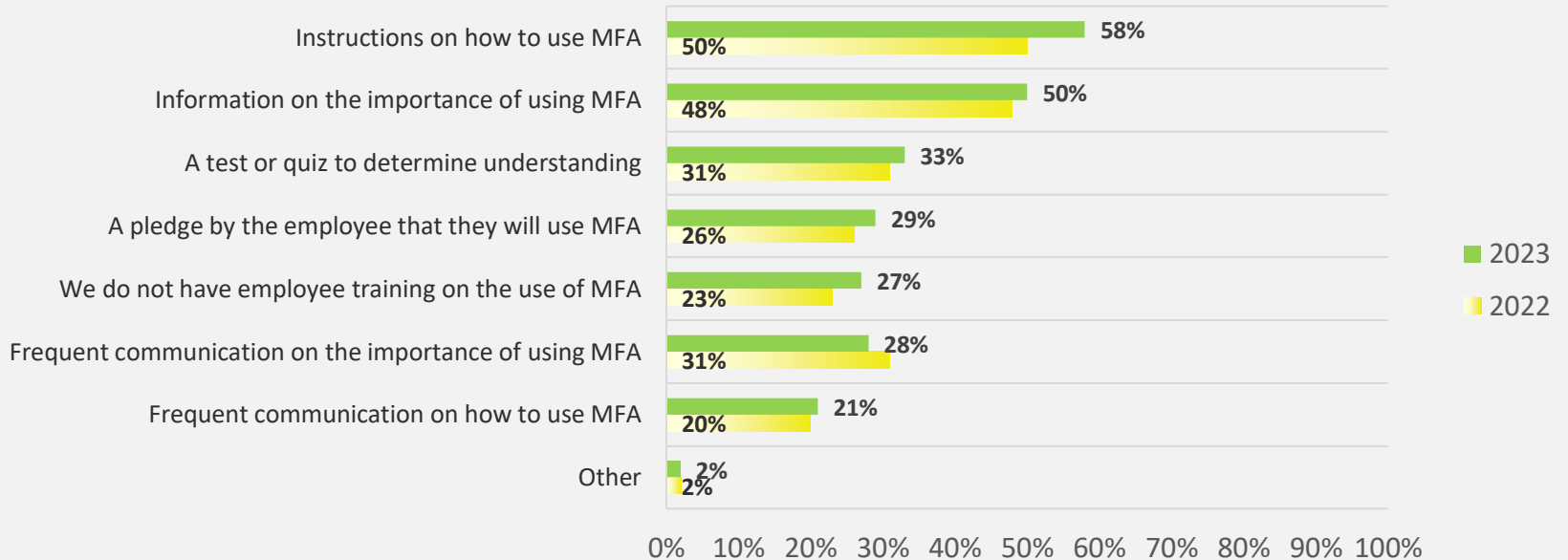
Which of the following best describes the type of MFA your company uses?



# MFA Training Gains Traction: Usage Instructions and Importance Training Rise in 2023

**QUESTION**

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

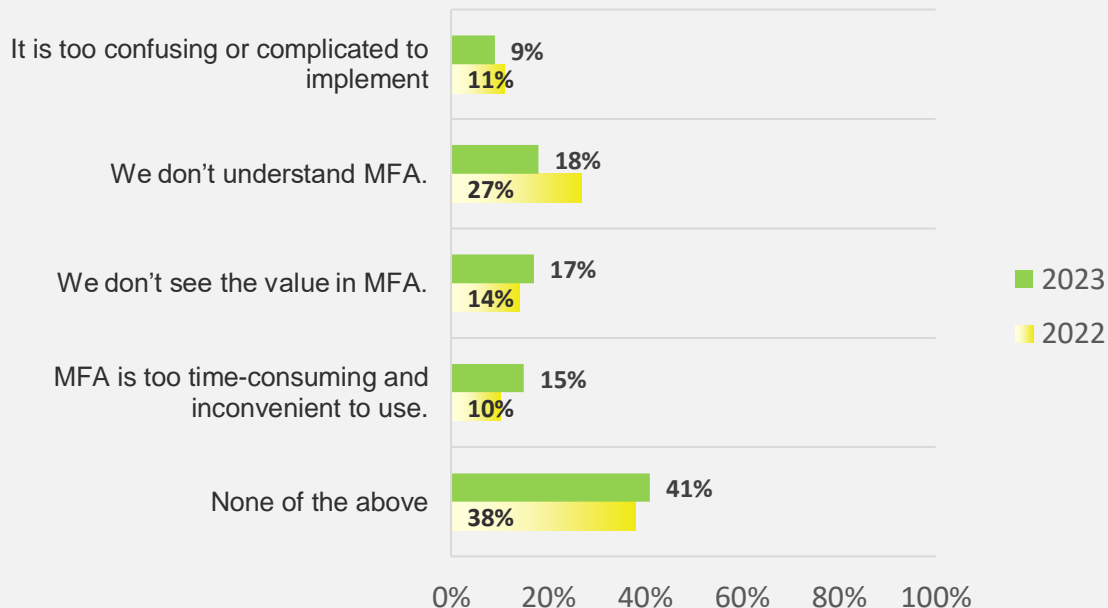


# SMBs not using MFA Survey Analysis

# 17% of SMBs Still Question the Benefit of Implementing MFA in 2023

**QUESTION**

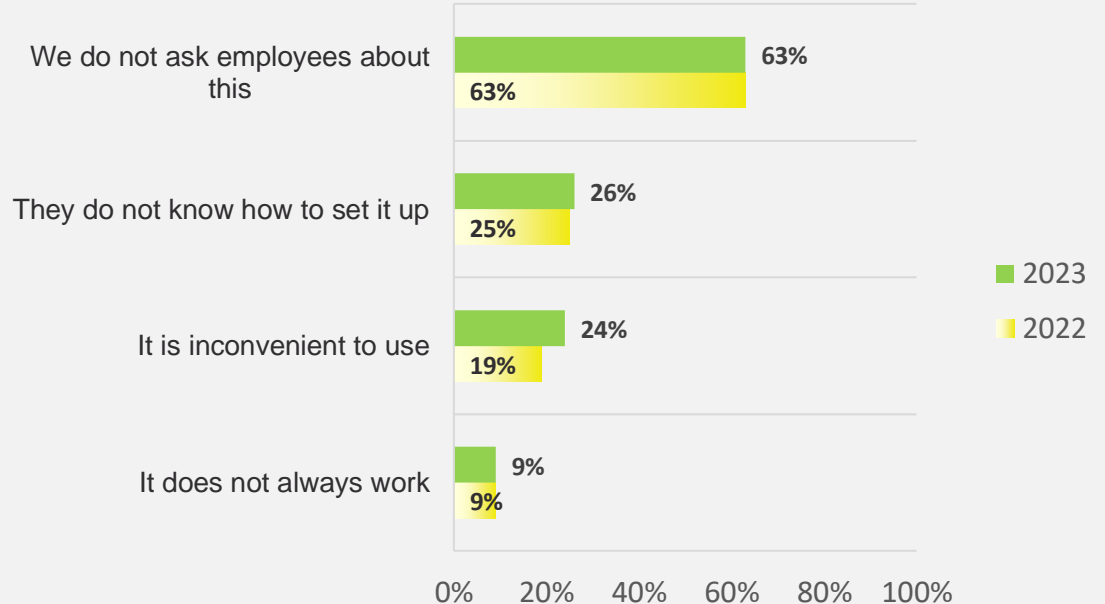
Which of the following best describes the reason that your organization has not implemented MFA?



# The inconvenience of using MFA has become a growing complaint among employees

**QUESTION**

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



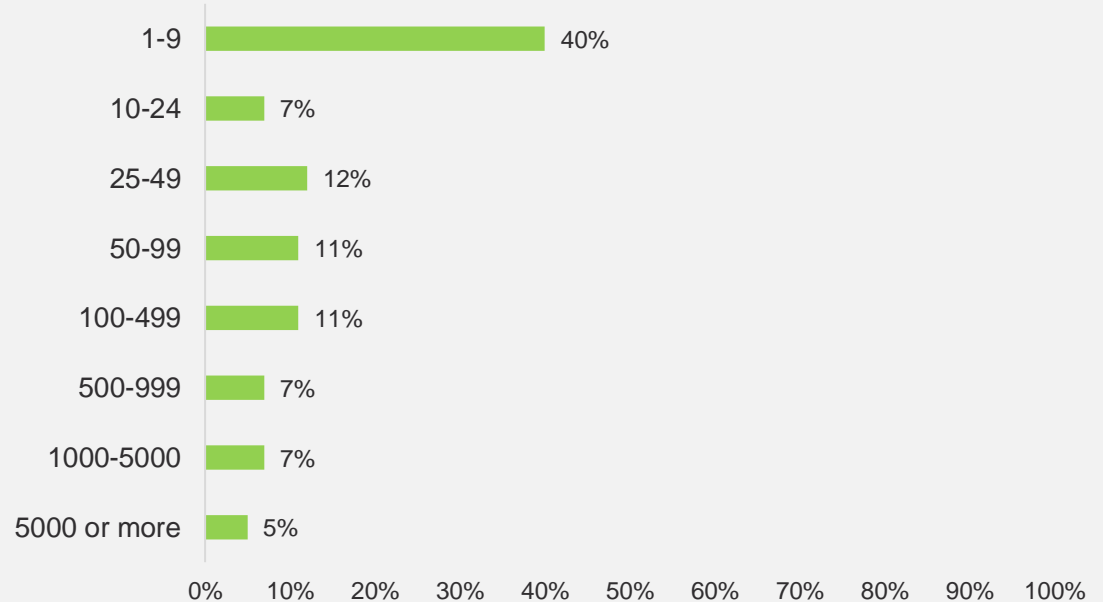
A woman with short dark hair and glasses, wearing a dark blazer over a white top, is shown in profile from the waist up. She is holding a tablet computer in her left hand and a smartphone in her right hand. The background is a bright, hazy green gradient. The text 'Firmographics' is overlaid in the center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

# Firmographics

# Number of employees

**QUESTION**

Please select the number of employees your organization currently employs.

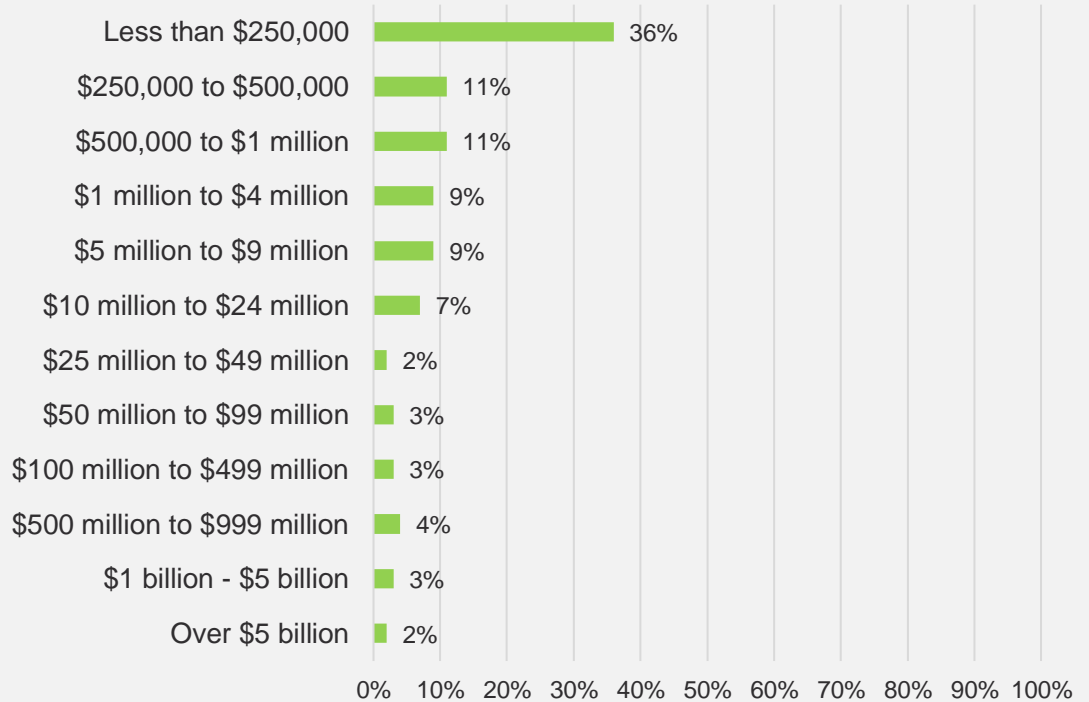




# Revenue

**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?

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