

# JUMIO 2023 ONLINE IDENTITY CONSUMER STUDY

Jumio Global Consumer Research

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## About the Research



Conducted by Censuswide, the Jumio 2023 Online Identity Study reveals an understanding among consumers around how generative AI and deepfake technologies could accelerate identity fraud, and the subsequent need for digital identities for online verification and authentication.

**Total Respondents:**

**8,055 ADULT CONSUMERS**

**Sectors Studied:**

## Countries Studied:

## Key Findings

**1 67% of consumers are aware of generative AI technologies but they overestimate their ability to detect a deepfake video.**

Over two thirds (67%) of consumers say they are aware of generative AI tools – such as ChatGPT, DALL-E and Lensa AI – which can produce fabricated content, including videos, images and audio.

## Awareness of deepfake and generative AI technologies:

**52%** of respondents believe they could detect a deepfake video.

A lot of people seem to think they can spot a deepfake. While there are certainly tell-tale signs to look for, deepfakes are getting exponentially better all the time and are becoming increasingly difficult to detect without the aid of AI.”

**Stuart Wells**

Chief Technology Officer

Jumio

## **2 57% of consumers believe generative AI tools will make online identity theft easier.**

**Given the availability of generative AI tools, do you think online identity theft will become easier?**



**54%** say facial recognition will be more valuable for identity verification because of generative AI tools and deepfake images.

### **3 Organizations have a responsibility to educate and better protect consumers and customers.**

**80%** of consumers would spend more time on identity verification measures when accessing online financial services accounts if it improves security.

Online organizations must look to implement multimodal, biometric-based verification systems that can detect deepfakes and prevent stolen personal information from being used. Encouragingly, our research indicated strong consumer appetite for this form of identity verification, which businesses should act on fast.”

**Philipp Pointner**  
Chief of Digital Identity  
Jumio

## Additional Findings

### Identity Verification

Consumers are willing to spend a little or a lot more time on identity verification if it improves security.

**Willing to spend more time on identity verification by industry (global averages):**

# Digital Identity

Consumers are willing to have a digital identity like a government-issued electronic driver's license or e-passport, and are already using their digital identity to access online accounts and perform identity verification.



## **Consumers open to having a digital identity to verify their identity:**

## **Consumers who have reported using a digital identity to access their online accounts and verify their identity at least once in the past 12 months:**

In some cases, consumers prefer to use a digital identity instead of a physical ID document to prove their identity.

## **Top 3 digital identity use cases globally\*:**

## Protecting Minors

**77%** of global consumers say robust identity verification would help prevent underage access to **online gaming/gambling**.

**73%** of global consumers say robust identity verification would help prevent underage access to **social media**.

How did we define robust identity verification in the study?

Providing a **photo of a valid ID document and a selfie** to prove the person setting up the account is who they claim to be and that they meet minimum age requirements.

\*All data points presented on this page reflect net figures unless indicated with an asterisk (\*).

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## Infographics

[Global Summary Findings \[English\]](#)

[Global Summary Findings \[Spanish\]](#)

## Charts

[Awareness of deepfake and generative AI \[English\]](#)

[Awareness of deepfake and generative AI \[Spanish\]](#)

[Sentiments about generative AI and online identity theft \[English\]](#)

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[Openness to digital identities for identity verification \[English\]](#)

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## News

[Global Survey Suggests Consumers Overestimate their Ability to Detect Deepfakes](#)

[Encuesta global sugiere que los consumidores sobrevaloran su capacidad para detectar las deepfakes](#)

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German (Deutsch)

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