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## **Young People Are Ready To Embrace Biometrics - IBIA Response to Visa Europe Poll**

The International Biometrics & Identification Association (IBIA) is pleased to see that biometric technology is in high demand among young people in the United Kingdom according to a recent study conducted by Visa Europe.

The survey reports a growing popularity of biometrics in the United Kingdom among young people between the ages 16 to 24. According to the poll of over 2,000 persons in the UK, just over three quarters of subjects report being comfortable replacing their passwords with biometric security. Moreover, the same demographic is eager to adopt biometric payment methods, with 76% stating that they would be comfortable with biometric commerce and 69% going as far to say that such a technology would improve their lives.

The survey results reflect a position that the IBIA has held for some time: that biometric technology is the logical next step in everyday online security and account management. "Passwords have become unmanageable, and Visa Europe's study indicates that the upcoming generation of consumer users would rather leave them behind," says Tovah LaDier, Managing Director of the IBIA.

Jonathan Vaux, Executive Director at Visa Europe was quoted [in an article for the Telegraph](#) saying, "We have more logins and passwords than ever to help keep us secure online and on the high street, but for [young people] it just feels like an unnecessary burden."

The younger generation's demand for post-password solutions comes at a convenient time in the technology's history. Over the past year biometrics have entered the mainstream thanks to innovations supported by the IBIA and its membership. As seen earlier this year at the Consumer Electronics Show, the number of options available to young people who are eager to adopt biometrics is growing.

What is even more encouraging about the survey results is that young people in the UK are interested in modalities beyond the fingerprint biometrics found in their smartphones. Though fingerprints are of primary interest to the demographic, Visa Europe's study says that facial recognition and eye-based authentication are also of notable interest to young people.

Beyond the fact that these additional statistics are encouraging in terms of biometric technology adoption, they also paint a picture of a highly educated generation that is eager to embrace technology. Understanding that multiple biometric options exist for consumers, and that said technology is beneficial, is key to widespread adoption, not just on a personal scale, but society wide.

The IBIA is dedicated to educating the public about biometric technology so that dialogue surrounding the topic of new identity technology is productive. As such, results like those contained in Visa Europe's survey are extremely encouraging.

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