Global Phishing By Industry
Benchmarking Key Findings 2023

The 2023 Global Phishing By Industry Benchmarking Report allows security leaders to better understand how they compare to other organizations within their industry when it comes to Phish-prone™ Percentage (PPP), or the number of employees likely to fall for social engineering and phishing scams. **This year's report analyzed over 12.5 million users across 35,681 organizations with over 32 million simulated phishing tests across 19 industries and seven geographical regions.**

Key Report Findings

33.²%
For 2023, **the overall PPP baseline average across all industries was 33.2%,** or a third of employees could be at risk of phishing.

18.⁵%
After 90 days of security awareness training (SAT), **only 18.5% of users will fail a simulated phishing test.**

5.⁴%
After one year of SAT, **only 5.4% of users will fail a phishing test.**

82%
Organizations lowered susceptibility to phishing attacks by an **average of 82% after one year of SAT.**

Top 3 Industries *MOST* at Risk Based on Initial PPP

SMALL BUSINESSES 1-249 Employees	MEDIUM BUSINESSES 250-999 Employees	LARGE BUSINESSES 1000+ Employees
32.3% Healthcare & Pharmaceuticals	**35.8%** Healthcare & Pharmaceuticals	**53.2%** Insurance

Top 3 Industries *LEAST* at Risk Based on Initial PPP

SMALL BUSINESSES 1-249 Employees	MEDIUM BUSINESSES 250-999 Employees	LARGE BUSINESSES 1000+ Employees
25.6% Legal	**26.3%** Government	**25.7%** Government

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For the complete analysis across all **19 industries, download the report.**

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