

# 2024 Global Phishing By Industry Benchmarking Report



The 2024 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 11.9 million users across 55,675 organizations with over 54 million simulated phishing tests across 19 industries and seven geographical regions.

Here are the key report findings based on PPP.

## Key Report Findings



For 2024, the overall baseline PPP average across all industries and size organizations was 34.3%, one percentage point worse than 2023, meaning one in three employees are likely to interact with a phishing email.



After 90 days of security awareness training (SAT), 18.9% of users will fail a simulated phishing test.



After one year of SAT, only 4.6% of users will fail a phishing test.






Organizations improved their susceptibility to phishing attacks by an average of 86% after one year of SAT.

## The 3 Industries With the **WORST** Baseline PPP

SMALL BUSINESSES 1-249 Employees	MEDIUM BUSINESSES 250-999 Employees	LARGE BUSINESSES 1000+ Employees
 <b>34.7%</b> Healthcare & Pharmaceuticals	 <b>39.7%</b> Hospitality	 <b>51.4%</b> Healthcare & Pharmaceuticals

## The Top 3 Industries With the **BEST** PPP After One-Year of SAT

SMALL BUSINESSES 1-249 Employees	MEDIUM BUSINESSES 250-999 Employees	LARGE BUSINESSES 1000+ Employees
 <b>2.3%</b> Banking	 <b>3.3%</b> Banking	 <b>3.4%</b> Hospitality

DOWNLOAD

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

KnowBe4

© 2024 KnowBe4, Inc. All rights reserved.