

A woman with curly hair is smiling and looking at her smartphone. The background is a bright, out-of-focus outdoor setting.

KEY FINDINGS  
FROM TRUSONA'S

# #NoPasswords

SURVEY

The most  
dangerous  
phrase in  
the English  
language:

**WE'VE  
ALWAYS  
DONE IT  
THAT  
WAY.**

A grayscale photograph of a woman in a 1960s-style dress sitting at a large computer console. She is holding a magnetic tape reel. The console has multiple monitors and a keyboard. In the background, there are tall server racks filled with electronic components.

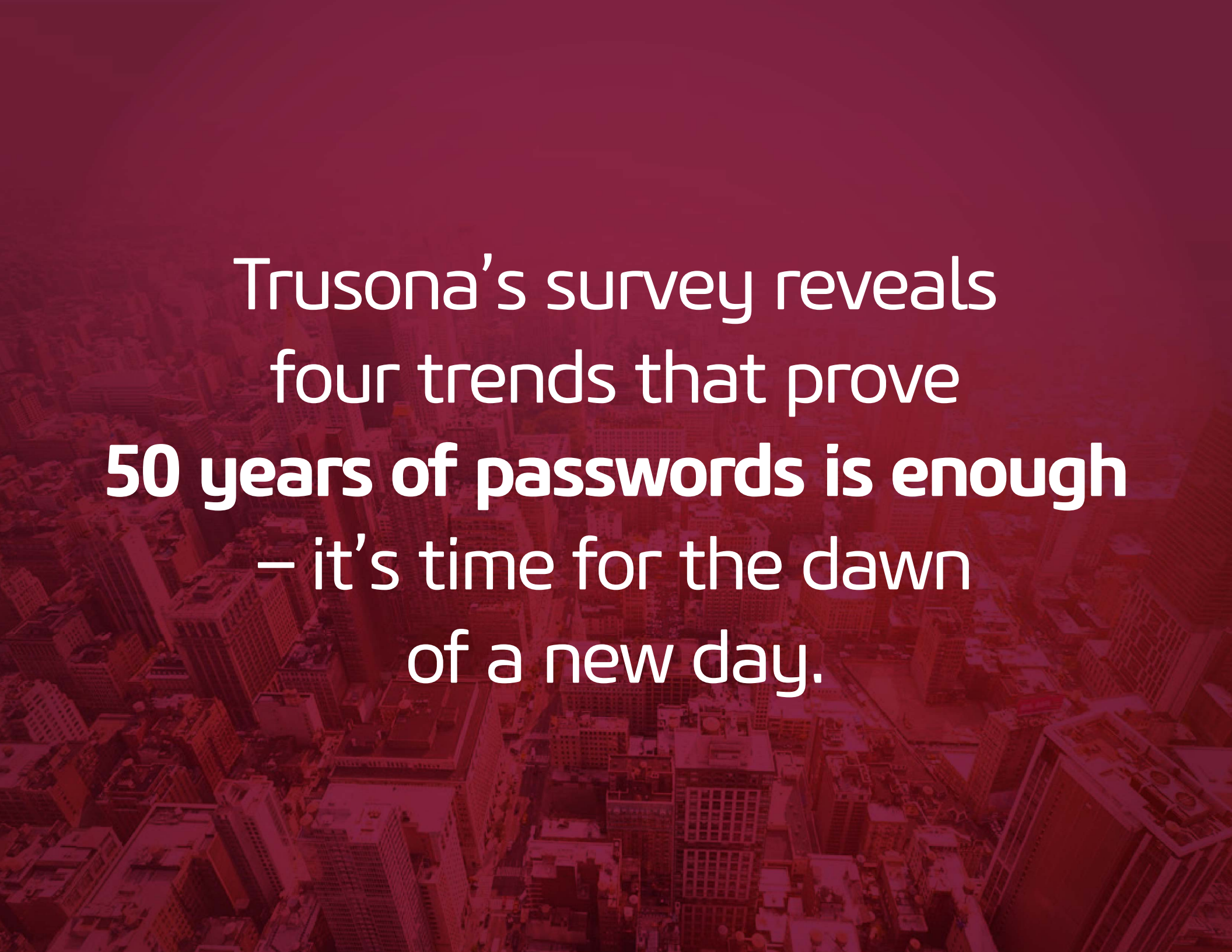
Passwords were created in the early 1960s, and have not changed much in form or function since then.

As a result, they have become the easiest way for hackers to wreak havoc for companies and their consumers, stealing millions of pieces of data from just one set of login credentials.

A person wearing a white lab coat is shown from the chest down, holding a clipboard and writing with a pen. The background is slightly blurred, showing a smartphone and some papers. A semi-transparent dark red box is overlaid on the image, containing white text.

**To highlight the issues, Trusona conducted a survey of 250 consumers' password habits.**



An aerial photograph of a dense urban landscape, likely New York City, showing numerous skyscrapers and buildings. The image is overlaid with a semi-transparent red filter. Centered on the image is white text.

Trusona's survey reveals  
four trends that prove  
**50 years of passwords is enough**  
– it's time for the dawn  
of a new day.

**THE RESULTS SHOW A DISTURBING TREND  
BETWEEN CONSUMER TRUST AND IGNORANCE:**

Nearly all of the survey respondents said they trust passwords as an effective security measure.

**THESE CONSUMERS WERE ALSO  
SHOWN TO HAVE TERRIBLE  
PASSWORD HABITS.**

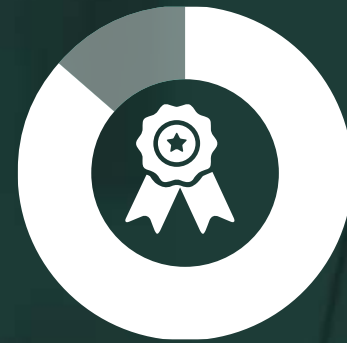
# BLIND TRUST: CUSTOMERS AREN'T ALWAYS RIGHT

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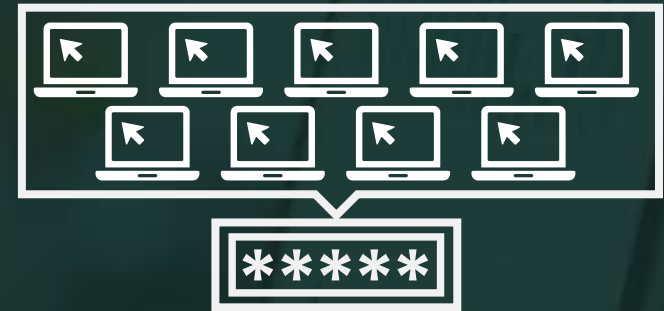
*“If I had asked people what they wanted, they  
would have said faster horses.”*

– Henry Ford

**83% of consumers** surveyed said they have at least a **high level of trust** in passwords as an effective security measure.



On average consumers have more than **10 services** with logins, but only use between **1-5 passwords** across all of them.



**One in three** consumers do **not change their passwords** after being notified of a **data breach**.

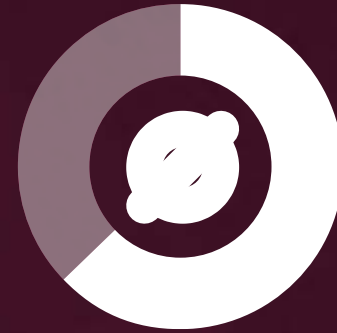




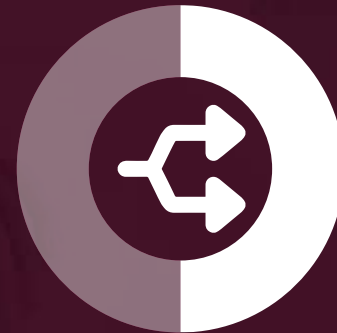
**CONVENIENCE TRUMPS  
SECURITY**



**60 percent** of consumers **take no action** to keep their data safe.



**50 percent** actively **disable two-factor authentication** that business put in place.



**Only 11 percent** of people use a **dedicated password manager**.



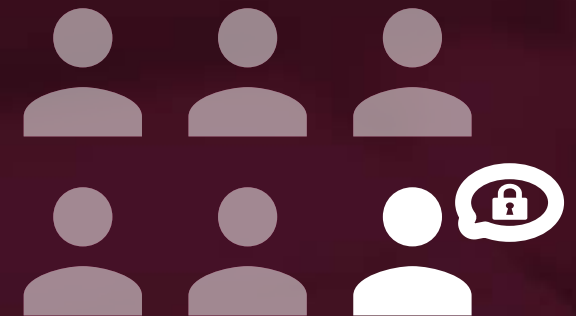
**Almost one-third of persons write their passwords down on a piece of paper.**



**Half of consumers rely on their memory to keep track of passwords.**



**One in six consumers share their passwords on a regular basis.**



# PASSWORDS COST BUSINESSES IN MORE WAYS THAN ONE

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Having an inconvenient login process equals lost business. While consumers think passwords are fine they also have little tolerance for the issue.



**30 percent of consumers will stop doing business if they have trouble accessing their account.**



**40 percent have already discontinued use of a service simply because they forgot their password.**



According to Gartner & Forrester,\*  
**30 percent of call center volume is about password reset and the average cost of a call center call is \$25.**



# PASSWORDS ARE SUPER ANNOYING

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IN THE PAST 30 DAYS ALONE...

**Two-thirds** of consumers have forgotten one or more passwords.



**60 percent** have had to reset at least one password.



**40 percent** have been locked out of an account.



# JOIN THE #NOPASSWORDS REVOLUTION

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*“I am not saying it’s going to be easy, but I am saying it’s going to be worth it.”*

– Moffat Machingura



**67 percent** of consumers had a **positive reaction** toward the idea of a **password-less login** that **also increased security**.



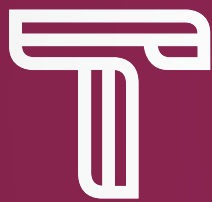
**51 percent** the respondents would **jump for joy** if they were given the option to **login without password**.



**ALL HACKERS NEED TO ACCESS AN  
ENTIRE CORPORATE NETWORK IS  
ONE PASSWORD.**

Because of this, everyone is responsible for making sure consumers are  
educated on the risks they're taking every day – not just for themselves,  
**BUT FOR THE ENTIRE INTERNET.**

**JOIN THE  
#NOPASSWORDS  
REVOLUTION**



**Trusona**<sup>TM</sup>  
WHEN YOU TRULY NEED TO KNOW

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The survey was conducted and analyzed by SSI in August 2016