



Password nirvana?

It's possible with passwordless.

Passwords. Can't live with them, can't live without them.

So says our survey of 600 global respondents who relayed a desire for an easy and seamless login process but ended up frustrated because of their dependency on passwords.



Users want **LOGGING IN TO BE EASY...**



45% of respondents find it easiest to login when they **memorize their passwords**, which is their most preferred login method.

...but are living in a state of inconvenient and insecure password reality.

41% of respondents found it **inconvenient to manage passwords** for their online accounts, with

74% having to **reset their passwords** at least once a month because they forgot them.

Which begs the question - is memory really working?



Add that to the fear of having an **online account hacked** - which was ranked as the **number one common nuisance** for respondents.



And **only 10% of respondents** were **very confident** that their **passwords protected their online accounts** from data breaches.



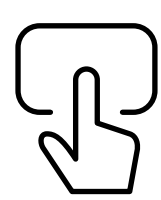
So, what if you didn't need passwords?

A world without passwords would make users feel more relaxed, less frustrated and less stressed, and **64% of respondents would be able to more easily manage their accounts.**

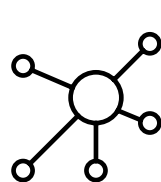
How can users find password security that is frictionless, simple, and secure?



GO PASSWORDLESS



Going passwordless ensures an easier and more secure way to access your LastPass vault without entering a password; use the **LastPass Authenticator or FIDO2 compatible biometrics or hardware keys instead!**



Avoid cyber risk by **removing passwords from daily use**, making it even more difficult for bad actors to target your accounts and data.

Passwordless is possible.

Try passwordless with LastPass

Sources: 1. Research was conducted by Lab42 and surveyed respondents from the United States, Australia, Canada, France, Germany, and the United Kingdom.