

# 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<sup>1</sup> 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.



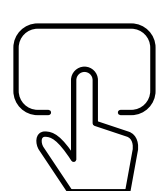
## So, what if you didn't need passwords?

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.

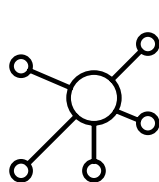
### How can users find password security that is frictionless, simple, and secure?



## GO PASSWORDLESS



Going passwordless ensures an easier and more secure way to access your LastPass vault without entering a password; use the **LastPass authenticator** 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