



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 respondents¹ 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



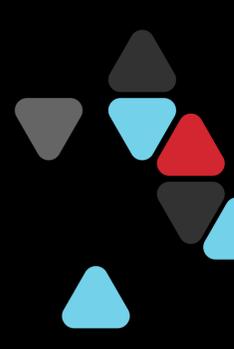
Going passwordless ensures an easier and more secure way to access your LastPass vault without entering a password; use the **LastPass authenticator** instead!



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



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