

REPORT

Consumers are ready to embrace new authentication methods

May 2023





It's been a year since Apple, Google and Microsoft announced their commitment to passkeys with plans to expand support for a common passwordless sign-in standard created by the FIDO Alliance and the World Wide Web Consortium. Early adopters have enabled passkeys for user sign-ins – where do consumers stand on passkeys today?

And what do habits, trends and adoption of authentication technologies reveal about consumer readiness for passwordless technologies?



Executive Summary

- Passwords are still the most commonly used sign in method – but biometrics are preferred by consumers.
- Consumer readiness for passkeys is up nearly 20 points since Fall 2022. Last October, FIDO Alliance's Online Authentication Barometer found that 39% of people were familiar with the concept of passkeys; today, more than 57% of U.S. consumers said they are interested in using passkeys to sign into their accounts.
- While U.S. consumers largely remain unalarmed by the risks passwords pose to their digital lives, new data shows the shift away from passwords may largely be driven by user experience rather than potential security breaches.
- Consumers do not want to pay for security features like two-factor authentication (2FA) or for identity verification on popular social media platforms.

Passwords continue to be the most common way consumers sign into their accounts

Methods respondents use to digitally sign into their accounts



44%

Biometrics (e.g. fingerprint or face scan)



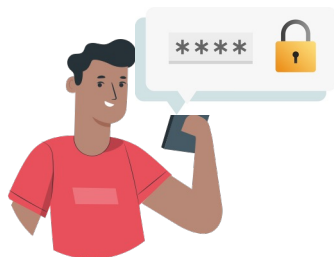
7%

Physical security key (e.g. Yubikey, Google Titan)



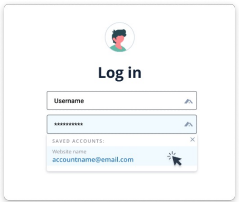
28%

Authentication application (e.g. Authy, Duo, Microsoft or Google Authenticator)



64%

Entering my password manually



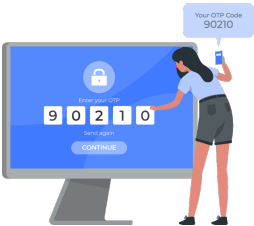
41%

Using my browser's auto form-fill to enter my password



21%

A password manager (e.g. Dashlane, 1Password)



45.49%

A One Time Passcode (OTP) sent to my phone or tablet

Remaining logged into my account and therefore do not need to log in, 36%; QR code, 9%; a one-time link (aka "magic link") sent to my email address, 23%

But passwords are no longer fit for purpose for our increasingly digital lives, demonstrated by consumers' need to recover or reset their passwords

Frequency respondents need to recover or reset a password



6%	Daily
7%	Several times per week
18%	Several times per month
27%	Several times per quarter
32%	Several times per year
9%	Never

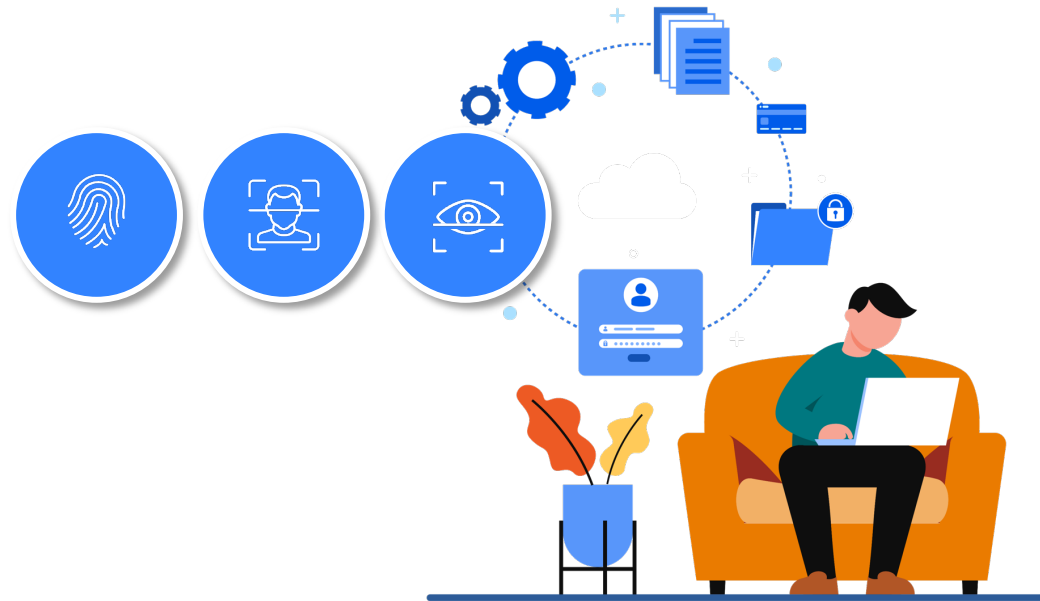
Consumers are turning to passwordless alternatives as their preferred sign in method to avoid the many frustrations that come with passwords

Methods respondents prefer to sign into their accounts

29%

of consumers prefer signing in with biometrics (e.g. fingerprint or face scan) versus 19% who prefer to enter a password manually

Additional preferred methods included browser auto form fill, password managers, and authentication apps, among others



Setting the stage for adoption of passkeys — a replacement for passwords that provide faster, easier and more secure sign-ins across your device

Consumer awareness and demand for passkeys has increased since Fall 2022



47%

of respondents said they are at least somewhat familiar with passkeys

That number has increased 20% from our October 2022 Barometer, where 39% of people were familiar with the concept of passkeys

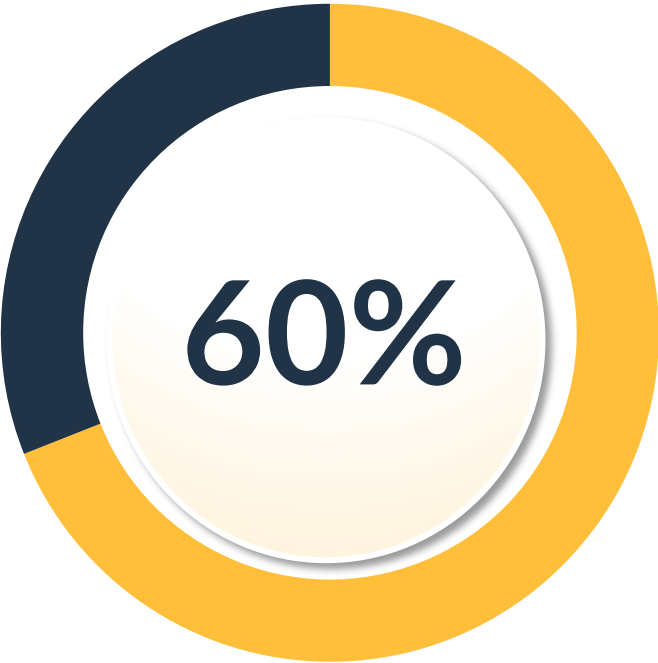


58%

of respondents are interested in using passkeys to sign into their accounts

Relying on passwords leads to cart abandonment, impacting the bottom line for ecommerce providers

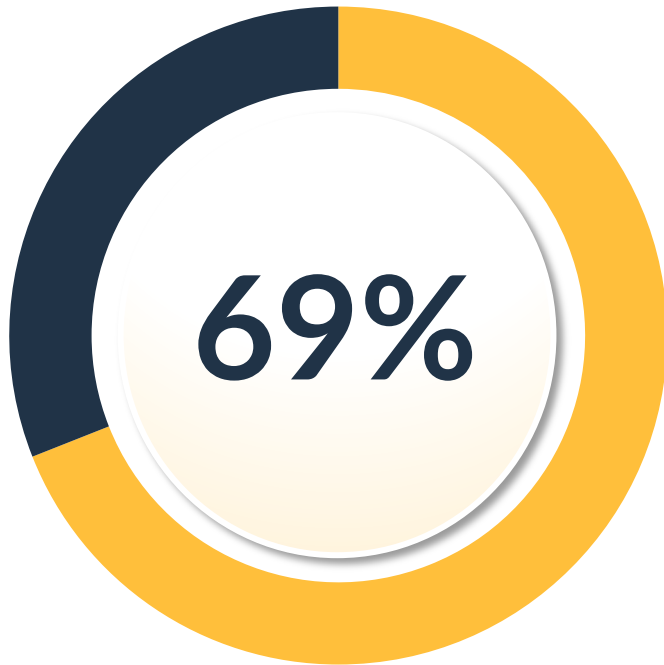
Frequency of abandoned purchased due to forgotten passwords in the last 6 months



of consumers have abandoned a purchase in the past 6 months

Never:	41%
1-2:	30%
3-5:	18%
6-10:	8%
11-15:	2%
More than 15:	1%

Poor password hygiene and misconceptions about online security are still common despite growing cybersecurity awareness



of respondents
report that their
most frequently
used password is at
least one year old

14%

reporting that their most frequently
used password is greater than 10
years old

21%

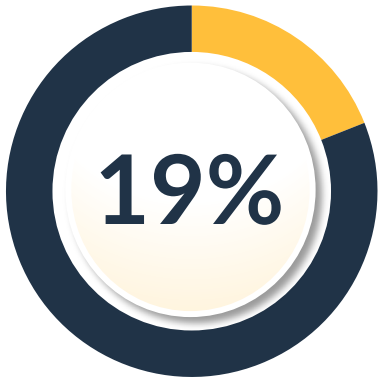
believe a entering a password
manually is the most secure

15%

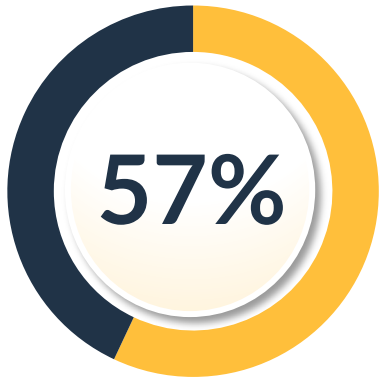
believe an OTP is the most secure

Consumers do not want to pay for increased increased security measures or official verification on popular social media platforms

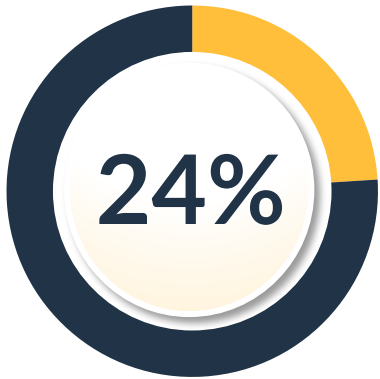
Percentage of respondents who are willing to pay for increased security measures or official verification on popular social media platforms



Are willing to pay



Are not willing to pay



Unsure

Research Methodology

Research for the FIDO Alliance's survey was conducted by NextTech Communications through an online survey of 1,042 U.S. consumers 18+ years old; most respondents (30%) are between the ages of 30-44 years old.

www.fidoalliance.org
info@fidoalliance.org

