



Passkey

World Password Day 2024

Consumer Password & Passkey Trends



Executive Summary



Built on open authentication standards from the FIDO Alliance, passkeys are being embraced by service providers worldwide to provide easy and phishing-resistant passwordless sign-ins for consumers. In a recent study, The FIDO Alliance found that passkeys are now supported by 20% of the world's top 100 websites and 12% of the top 250 websites.

How are consumers responding to this new way to sign in? This eBook reveals the trends discovered by an independent study of 2,000 respondents across the U.S. and U.K. to understand how passkey usage and consumer attitudes towards authentication are evolving.

The research shows people continue to struggle with traditional passwords:

- 1 out of 4 people reported having at least one of their accounts compromised due to password vulnerabilities (24%).
- Over a quarter of people have to reset or recover at least one password every month (26%).
- Nearly half of people reported they will abandon a purchase if they forgot their password (45%).

As these struggles continue, more consumers are aware of passkeys and trying them out as a password alternative.

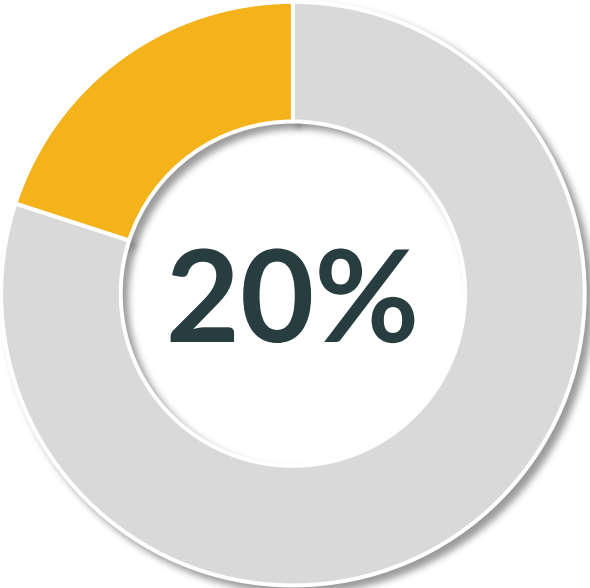
The data reveals a positive trend: when people adopt at least one passkey, they are more likely to enable the technology on other applications to improve convenience and security online:

- A majority of people are aware of passkey technology (62%).
- Over half reported enabling passkeys on at least one of their accounts (53%).
- When they adopt at least one passkey, nearly 1 out of 4 enables a passkey whenever possible (23%).
- A majority believe passkeys are more secure (61%) and more convenient than passwords (58%).

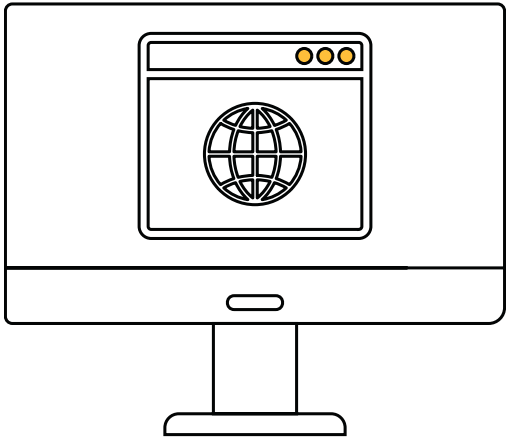
Read on for the full summary of the FIDO Alliance research that highlights how passkey adoption is on the rise and improving security and usability for consumers and organizations around the world.

As passkeys are becoming more available on the world's top websites and services, this research was conducted to analyze consumer adoption of passkey technology.

In separate research, the the FIDO Alliance found that passkeys are now supported by:

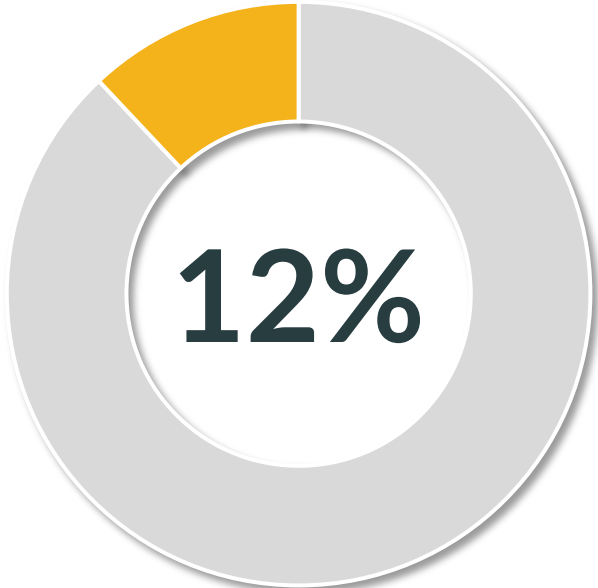


of the world's top 100 websites and services



More than **13B**



accounts can now leverage passkeys for sign in.



of the world's top 250 websites and services

Over half of all people surveyed have enabled passkeys on at least one of their accounts.



Have you enabled passkeys on your apps and online accounts?

	Combined	 UK	 US
Yes – I have enabled passkeys on all accounts that I can	22%	20%	24%
Yes – I have enabled passkeys on at least one account	31%	34%	29%
No – I have chosen not to enable passkeys	36%	37%	35%
I don't know	11%	10%	12%
% Yes	53%	53%	53%

And the number of people enabling passkeys increases the more people are familiar with passkeys.

For those with some knowledge of passkeys:



Have you enabled passkeys on your apps and online accounts?

	Combined	 UK	 US
Yes – I have enabled passkeys on all accounts that I can	32%	28%	37%
Yes – I have enabled passkeys on at least one account	42%	44%	39%
No – I have chosen not to enable passkeys	22%	24%	21%
I don't know	4%	4%	4%
% Yes	74%	72%	76%

This is because people familiar with passkeys consider them to be both more secure and more convenient than passwords.

For those with some knowledge of passkeys:



To what extent do you believe that passkeys are more or less secure than passwords?

	Combined	 UK	 US
Far more secure than passwords	24%	18%	31%
More secure than passwords	34%	38%	30%
About the same	31%	31%	30%
Less secure than passwords	7%	8%	5%
Far less secure than passwords	1%	1%	1%
I don't know	3%	4%	3%
% More secure	58%	56%	61%

This is because people familiar with passkeys consider them to be both more secure and more convenient than passwords.



For those with some knowledge of passkeys:

To what extent do you believe that passkeys are more or less convenient to use than passwords?



	Combined	 UK	 US
Far more convenient than passwords	26%	2%	30%
More convenient than passwords	36%	38%	34%
About the same	26%	26%	26%
Less convenient than passwords	9%	10%	7%
Far less convenient than passwords	2%	2%	1%
I don't know	2%	3%	2%
% More convenient	61%	59%	63%

The rise in passkey awareness and utilization comes at a time when issues with passwords persist.



To the best of your knowledge, have you had your password stolen and/or any account compromised in the past year?

	Combined	 UK	 US
Yes	24%	19%	29%
No	64%	70%	57%
Unsure	12%	11%	13%

How often do you need to reset your password?

	Combined	 UK	 US
Several times per week	9%	5%	12%
Several times per month	17%	18%	17%
Several times per quarter	20%	23%	17%
Several times per year	40%	41%	38%
Never	15%	14%	16%

How likely are you to abandon a purchase or account log-in due to a forgotten password?

	Combined	 UK	 US
Very likely	18%	14%	22%
Somewhat likely	27%	31%	23%
Neutral	25%	25%	26%
Somewhat unlikely	18%	20%	16%
Very unlikely	12%	10%	13%
% Likely	45%	45%	45%

Research Methodology

The survey was conducted among 2,000 consumers across the UK and US - with 1,000 in each country.

The interviews were conducted online by Sapio Research in April 2024 using an email invitation and an online survey.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 2.2 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

