

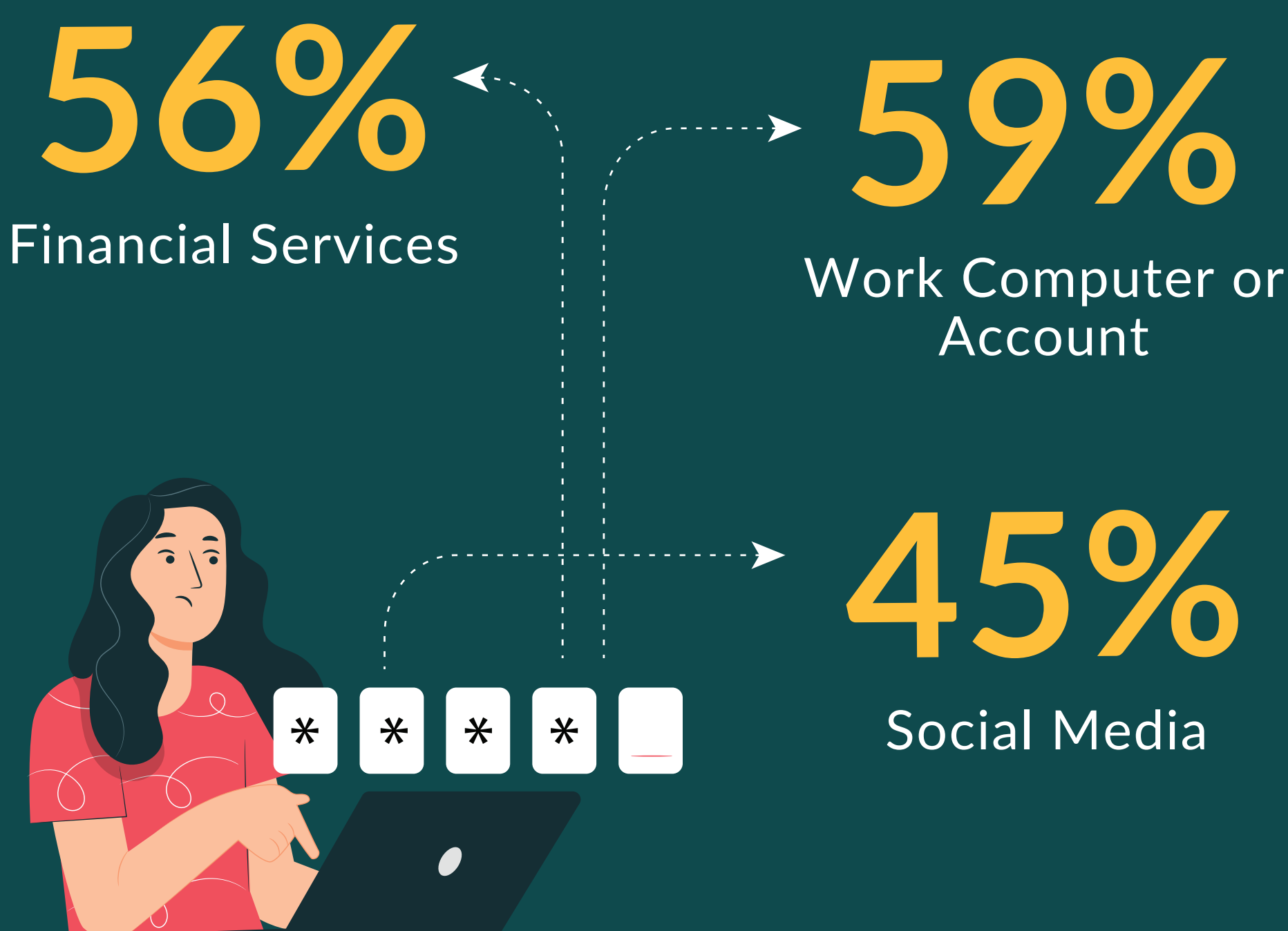
# Online Authentication Barometer

Consumer habits, trends and adoption of authentication technologies



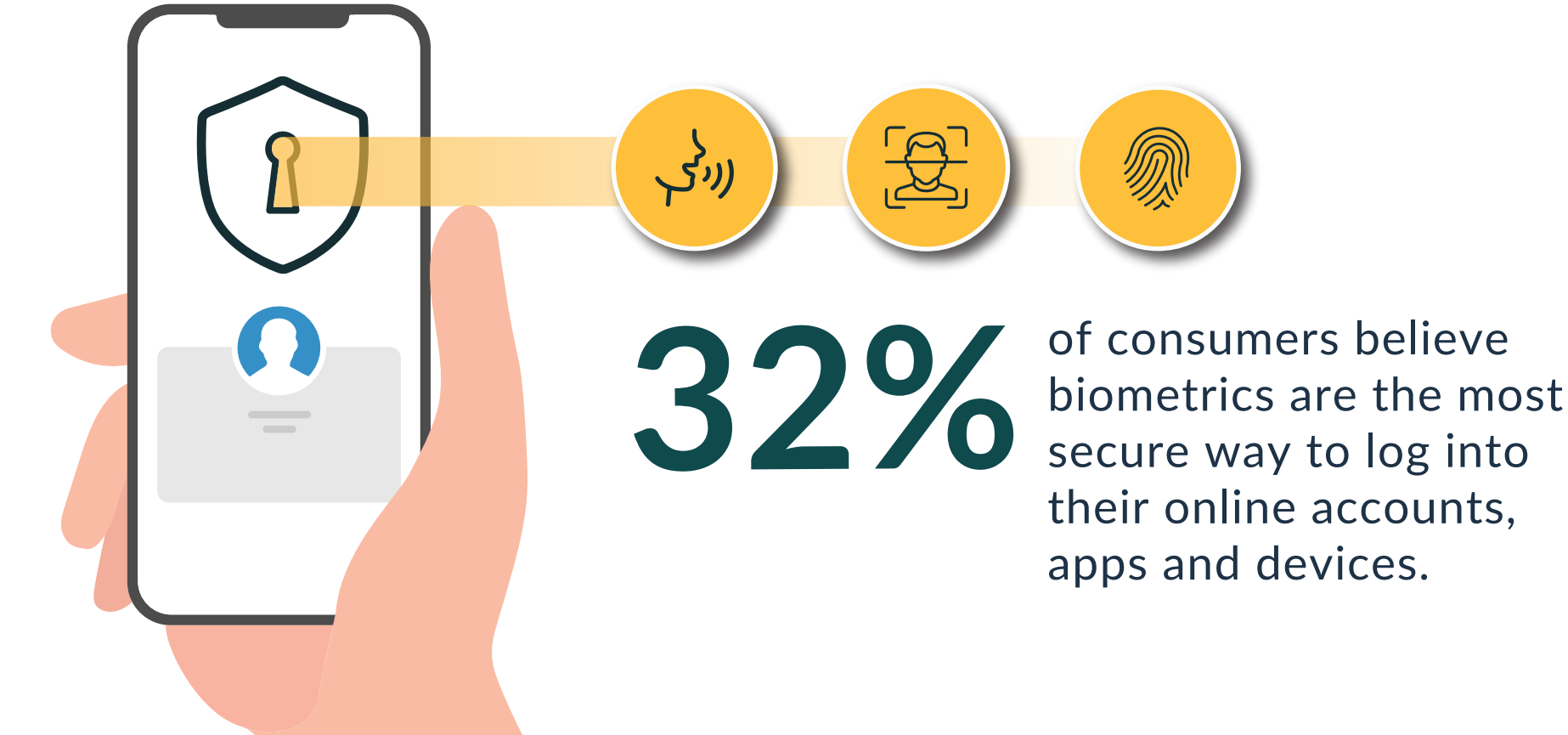
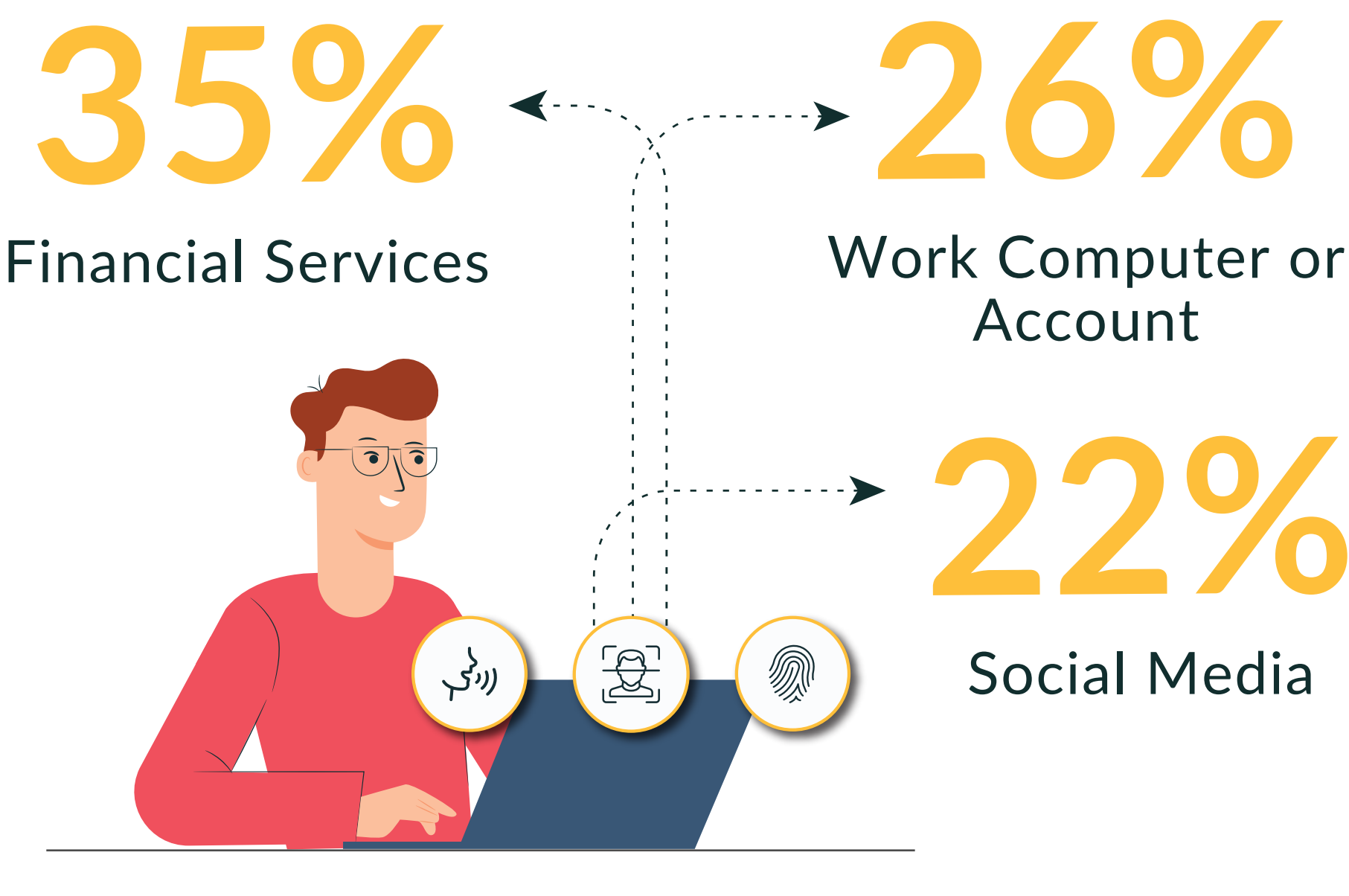
**1** Passwords are, unsurprisingly, still prevailing over other, more secure and widely available authentication methods.

Here's how many consumers have used a password in the past 60 days to access different accounts:



**2** Biometrics are gaining traction, in perception of security and usage – a positive shift.

Here's how many consumers have used biometrics in the past 60 days to access different accounts:



**3** Consumers still wrongly believe that taking action to strengthen a password is the best way to secure their account.



**4** Many consumers still don't know what action to take to secure their accounts, even if they wanted to.



**5** Consumers need to be educated on the risks and implications of poor account security and the solutions available to lock down their accounts.

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**fido**™ simpler stronger authentication  
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To find out, the FIDO Alliance conducted a survey of 10,000 consumers in the U.S., U.K., France, Germany, Australia, Singapore, Japan, South Korea, India and China.