

## Centrify Survey Results

Centrify recently conducted surveys<sup>1</sup> in the U.S and UK to study consumer attitudes about passwords and the impact passwords can have on the cost of doing business.

The survey found that passwords are a significant liability for employers: they cost them real money in lost productivity, while also putting their data at risk due to employees' poor password management practices.

Even small businesses with 500 employees lose \$200,000 a year annually to employees struggling with passwords.

### **Key Survey Observations**

#### *Passwords are Inefficient and Costly*

- An average 100-person company loses around \$42,000 (or around £26,000) per year in productivity to people trying to remember their passwords.
- Employees' password habits are putting their employers' data at risk, since half of desk-workers use their personal devices for business purposes (with many keeping office email or other confidential information on those devices), and more than one-in-three refuse to use any kind of security mechanism on those devices.

#### *Account Profiles are Spreading More Rapidly than Many Realize*

- About half believe (incorrectly) that they have 5 or fewer account profiles, and two-in-three believe (incorrectly) that they have 10 or fewer account profiles.
- In fact, 42 percent in the U.K. and 37 percent in the U.S. say they create more than 50 new account profiles a year.

#### *Passwords are Inconvenient*

- More than one-in-four say they easily enter 4,000 individual passwords a year.
- People believe forgetting passwords to an account they need immediate access to is more annoying than misplacing their keys, having a cell phone battery die, or receiving spam email.
- A significant amount of consumers even believe that managing passwords is more undesirable than waiting in line at the DMV, setting one's cell phone to "The Macarena" for a year, and spending Friday night at their boss's house.
- One-in-three say they have been forever locked out of an account due to forgetting the password of an account profile.

#### *Security is a Top of Mind Concern*

- Identity theft is a concern for four-in-five adults, and a major concern for about half of adults.
- One-in-three say that have definitely or probably, at some point, been a victim of identity theft, highlighting the need for increased password security. These people spend their own time and money fixing the problem, in addition to dealing with the mental anguish associated with it.
- Just 15 percent of respondents in the U.K. and 12 percent in the U.S. believe their passwords are very secure.

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<sup>1</sup> N=1,000 people, fielded online in August 2014.

**Full Findings: Passwords are Inefficient and Costly**

*Finding:* An average 100-person company loses around \$42,000 (or around £26,000) per year in productivity while people trying to remember their passwords.

*Estimated Average Productivity Lost Annually on Password Management by Number of Employees*

# of Employees	1	10	25	50	100	500
Dollars wasted in US*	\$416	\$4,160	\$10,400	\$20,800	\$41,600	\$208,000
Pounds wasted in UK*	£261	£2,610	£6,525	£13,050	£26,100	£130,500

*\*Calculated by taking an average of the hourly rate of personal income from one's job multiplied by the amount of time spent dealing with password management.*

*Finding:* Employees' password habits are putting their employers' data at risk, since half of desk-workers use their personal devices for business purposes (with many keeping office email or other confidential information on those devices), and more than one-in-three refuse to use any kind of security mechanism on those devices.

*Do you ever use your personal mobile phone or tablet for business purposes including reading and responding to emails, working on documents or making or receiving business calls?*



**United States**

**United Kingdom**

**49%**

**47%**

Use their devices for business purposes

*Do you have any of the following security measures on your personal devices to protect them in the event that they are lost or stolen?*



**38%**

**34%**

Do not use any security mechanisms on personal devices

*Generally speaking, which of the following information from your company do you sometimes have on your personal mobile phone, laptop, or tablet?*



**59%**

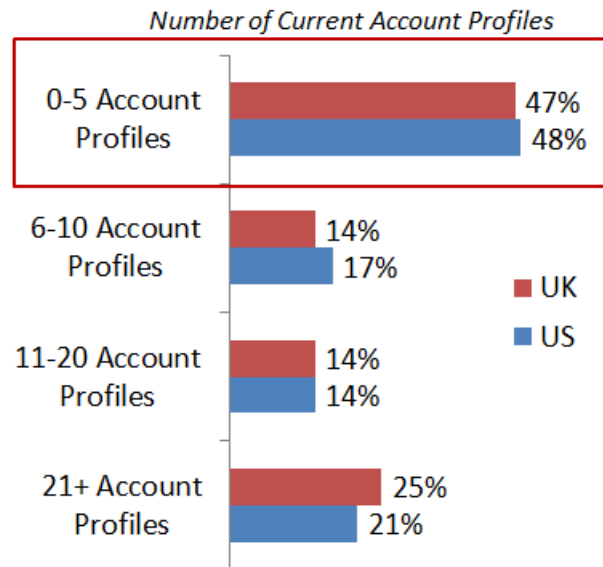
**62%**

Have company email on their personal device. They have confidential docs (18% US, 13% UK), customer info (33% US, 42% UK) and budget information (17% US, 17% UK) as well.

**Full Findings: Account Profiles are Spreading More Rapidly than Many Realize**

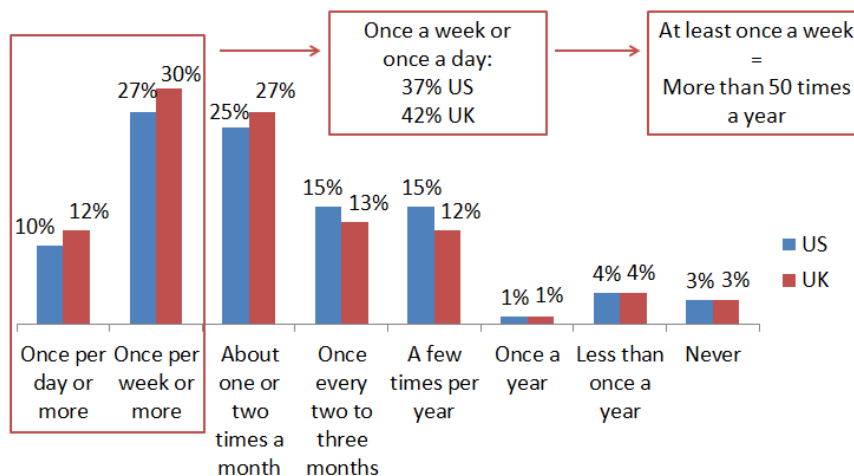
*Finding:* About half believe (incorrectly) that they have 5 or fewer account profiles, and two-in-three believe (incorrectly) that they have 10 or fewer account profiles.

*Question:* An “account profile” refers to any time you create a new user name and password for a website or other online platform. In your best estimate and including all possible sources, how many active account profiles do you currently have?



*Finding:* In fact, 42% in the U.K. and 37% in the U.S. say they create more than 50 new account profiles a year.

*Question:* How frequently do you come across a new website that requires you to create a new username and password?



**Full Findings: Passwords are Inconvenient**

*Finding:* More than one-in-four say they easily enter 4,000 individual passwords a year.

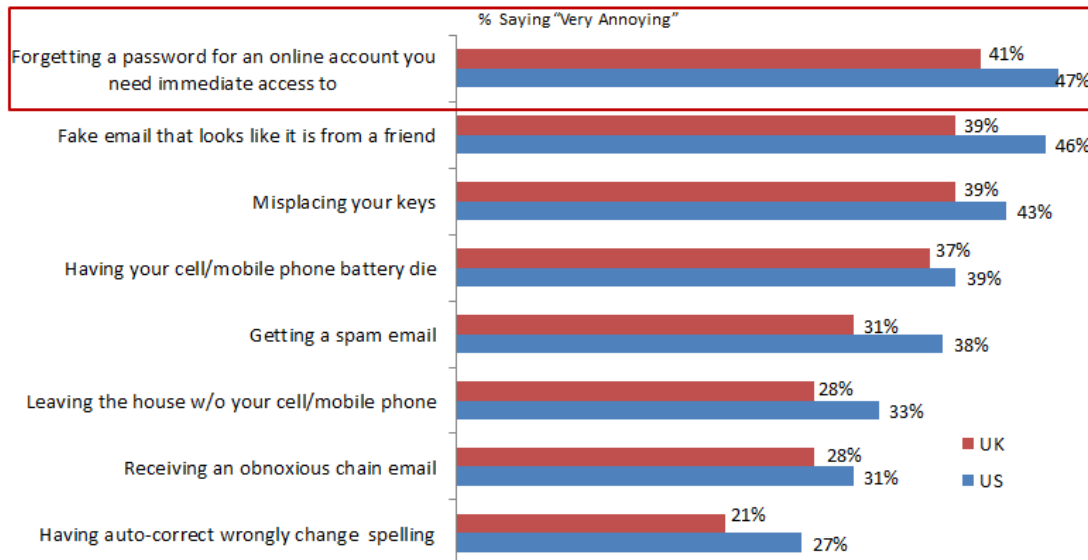
*Question:* In a typical day, approximately how many times do you enter a password online for email, websites, or to access your online profiles?

Amount of Password Entries a Day	United States	United Kingdom
None	2%	2%
1-10 times	66%	67%
11-25 times	<b>23%</b>	<b>20%</b>
26-50 times	<b>4%</b>	<b>5%</b>
50+ times	<b>2%</b>	<b>2%</b>
Don't know	3%	3%

The 29% in the U.S. and 27% in the U.K. who say they enter 11 or more passwords a day are easily entering at least 4,000 passwords a year (11 passwords \* 365 days = 4,015).

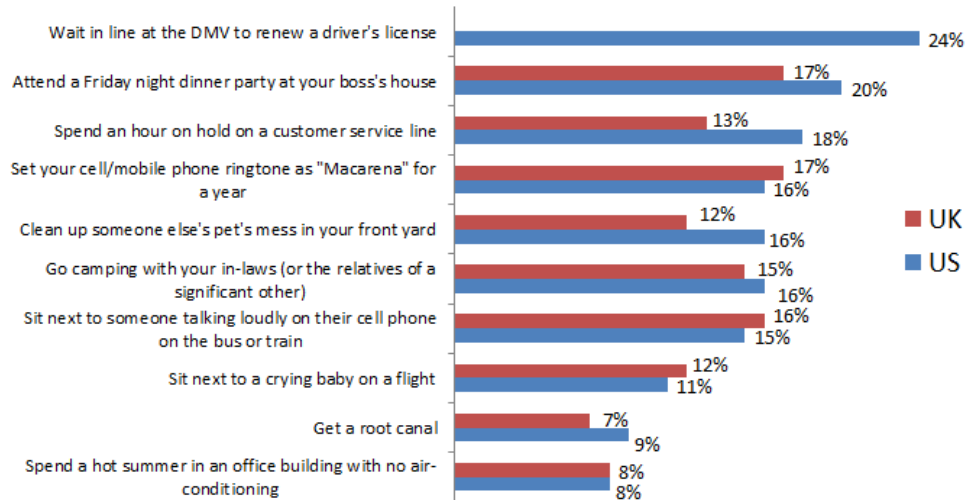
*Finding:* People believe forgetting passwords to an account they need immediate access to is more annoying than misplacing their keys, having a cell phone battery die, or receiving spam email.

*Question:* Please indicate how annoying each of the following is: very annoying, somewhat annoying, a little annoying, or not annoying at all.



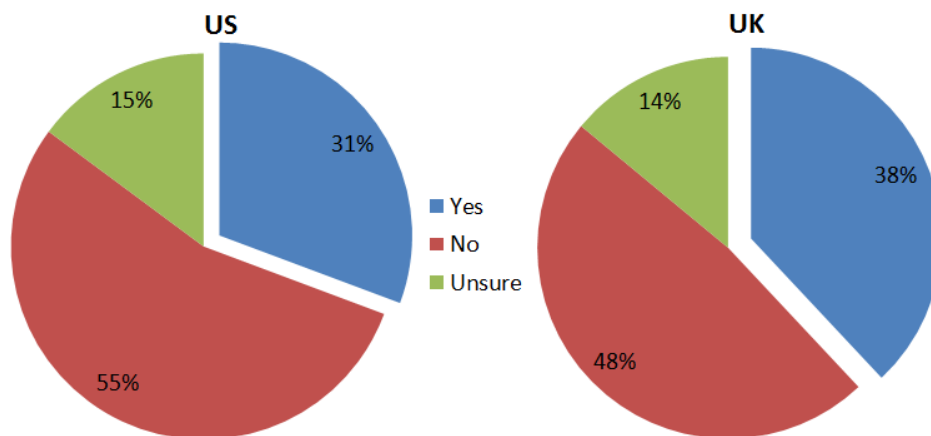
**Finding:** A significant amount of consumers even believe that managing passwords is more undesirable than waiting in line at the DMV, setting one’s cell phone to “The Macarena” for a year, and spending Friday night at their boss’s house.

**Question:** Which of the following things would you rather do if it meant you no longer had to manage your passwords? Select all that apply.



**Finding:** One-in-three say they have been forever locked out of an account due to forgetting the password of an account profile.

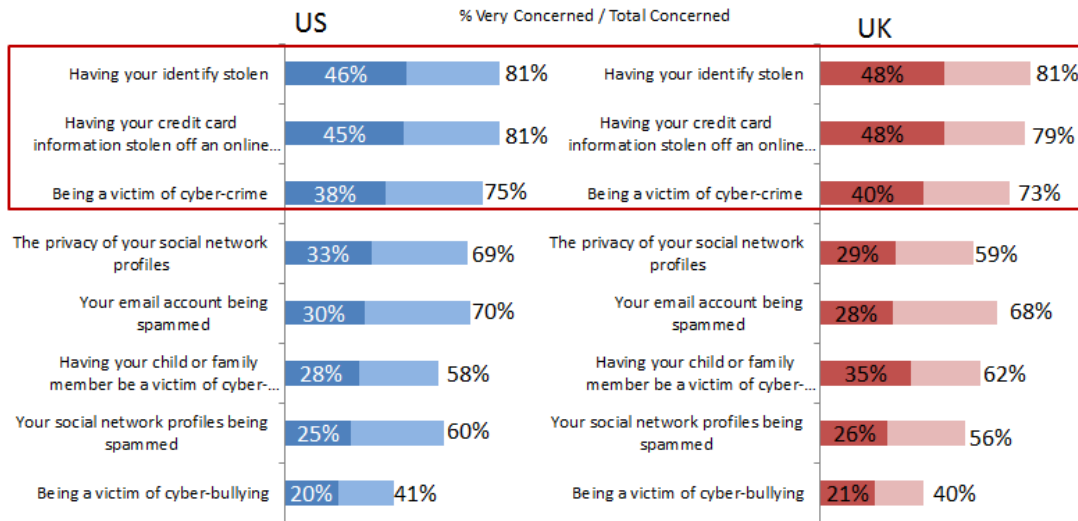
**Question:** Do you have any account profiles that you can no longer access because you can't remember the password?



**Full Findings: Security is a Top of Mind Concern**

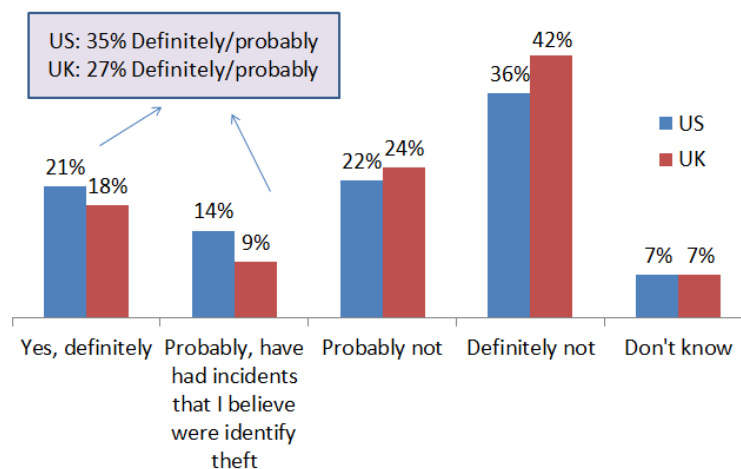
*Finding:* Identity theft is a concern for four-in-five adults, and a major concern for about half of adults.

*Question:* How concerned are you personally about each of the following? Are you very concerned, somewhat concerned, not too concerned or not concerned at all?



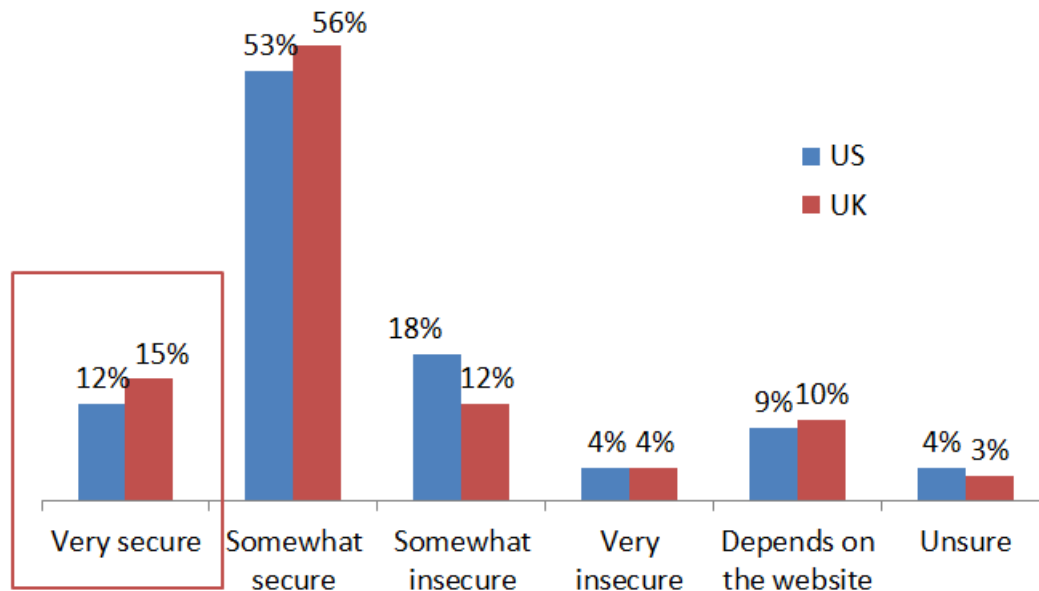
*Finding:* One-in-three say that have definitely or probably, at some point, been a victim of identity theft, highlighting the need for increased password security. These people spend their own time and money fixing the problem, not to mention having to deal with the mental anguish associated with it.

*Question:* To the best of your knowledge, have you ever been a victim of identity theft, where someone used your personal information and details to pretend to be you and obtain something in your name?



*Finding:* Just 15% in the U.K. and 12% in the U.S. believe their passwords are very secure.

*Question:* Regardless of the amount and type of characters used, how safe do you feel your online passwords are?



**<sup>i</sup> Survey Methodology**

Two surveys of N=1,000 consumers – one in the U.S., one in the U.K., -- who regularly use a smartphone, laptop, desktop computer, or tablet to store or access information at home or at work, were designed and conducted online by Finn Partners. The surveys' field dates were August 11 –15, 2014. Each sample included an oversample of 100 additional white-collar / professional / managerial workers, to ensure an adequate number were available in each sample for analysis. The sample was stratified and the data were weighted slightly by region, age, and gender in order to ensure a proportional, representative sample. Each survey has a margin of error of +/-3 percentage points for the full sample. The margin of error is higher for subgroups within the full sample.