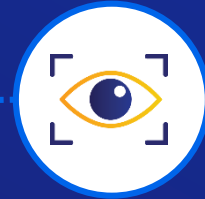


# Goodbye, passwords. Hello, biometrics.

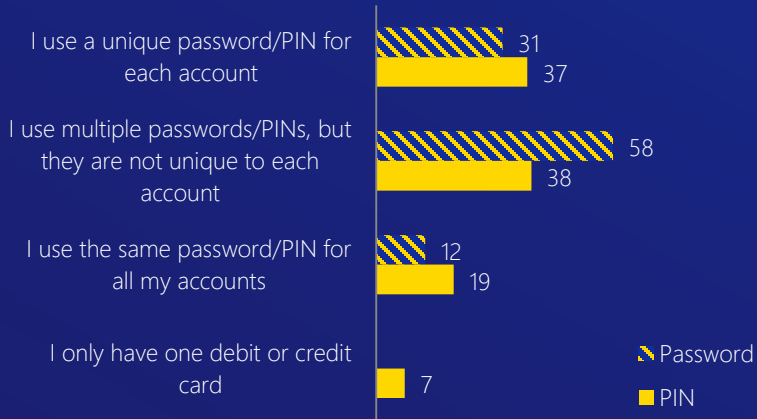
A new Visa survey of 1,000 Canadians exploring awareness and perceptions of biometric authentication confirms that consumers continue to have a strong interest in new biometric technologies that make their lives easier.

**VISA**



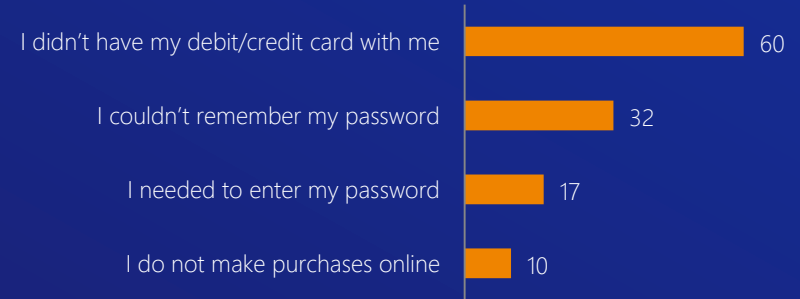
# Re-Use of Passwords/PINs

Consumers typically use multiple passwords (58%) and PINs (38%), but do not have a unique one for each account.



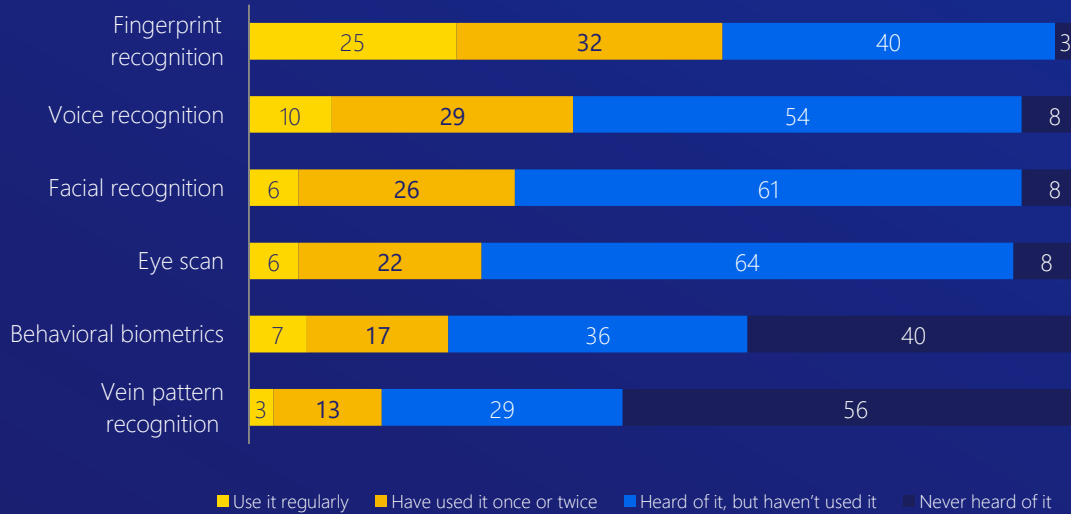
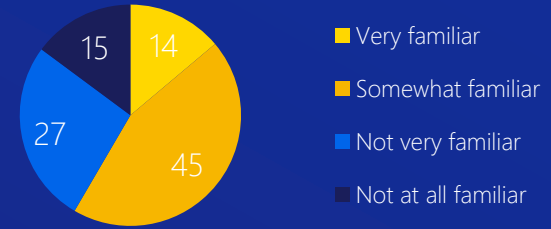
# Reason(s) for abandoning online purchase

While many have abandoned an online purchase because they didn't have their debit/credit card (60%) or because they couldn't remember their password (32%), few have abandoned simply due to the hassle of entering their password (17%).



# Familiarity with biometrics

Six out of 10 (59%) of consumers report that they are at least somewhat familiar with biometrics.



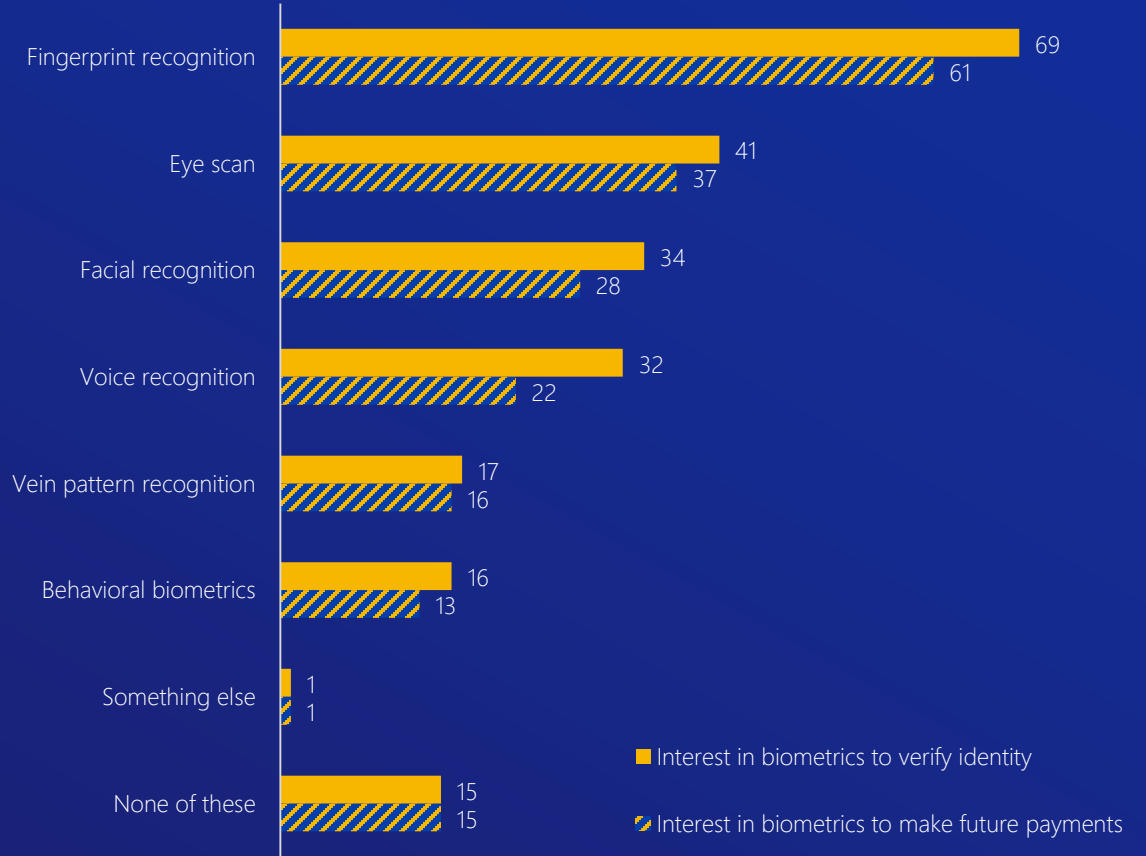
## Awareness of biometric authentication types

Awareness of fingerprint, voice, and facial recognition, as well as eye scanning, is near-universal, and most (57%) have at least tried fingerprint recognition, with one-quarter (25%) using it on a regular basis. Awareness and usage is lowest for vein pattern recognition.

# Interest in biometrics

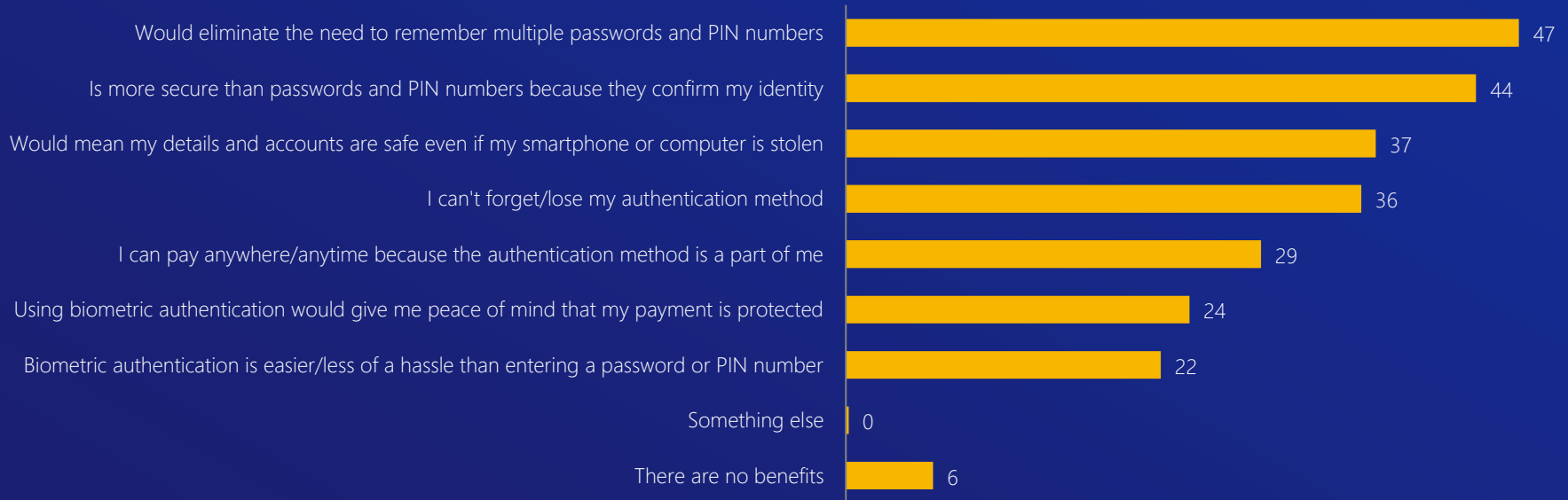
Interest in using biometrics to make payments is almost on par with interest in using biometrics to verify identity.

Interest in making payments is highest by far for fingerprint recognition (61%), and significant for eye scanning (37%) too.



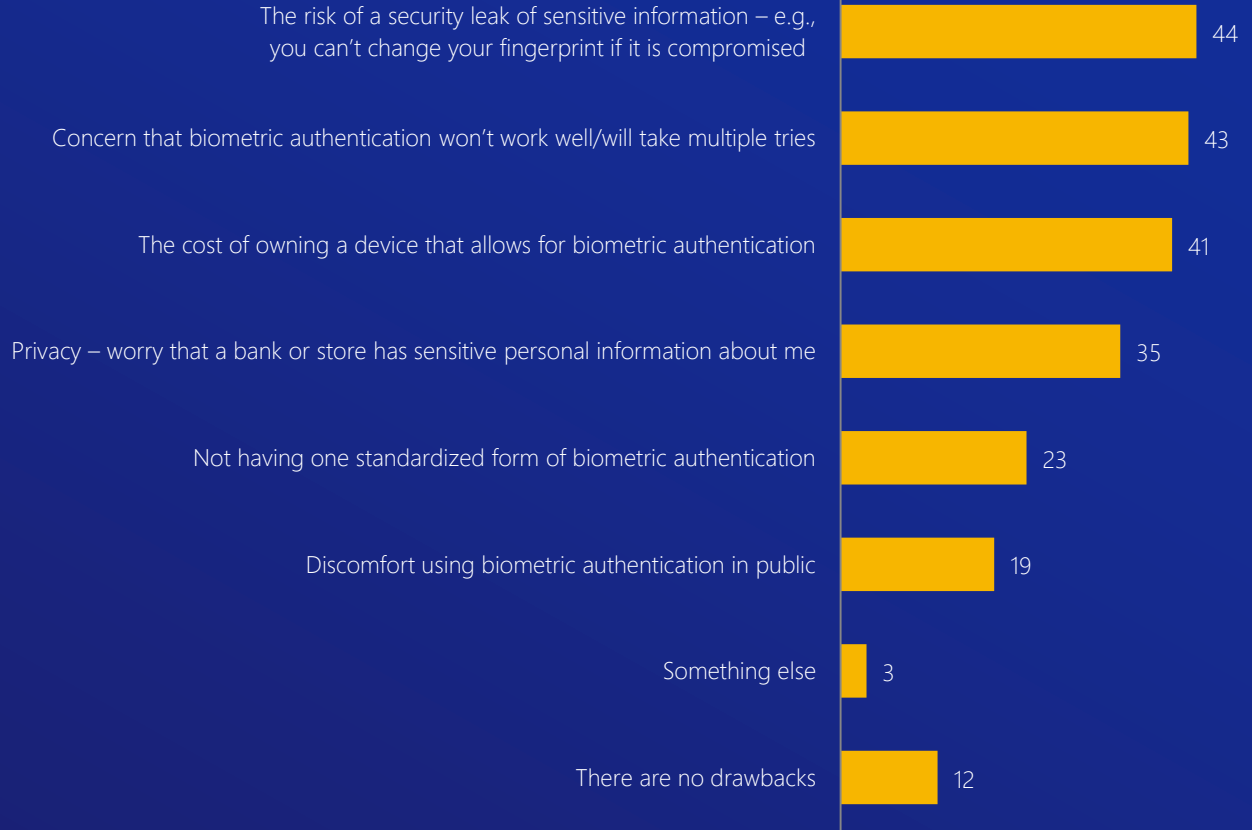
# Top benefits of using biometric authentication for payments

The top benefits associated with using biometric authentication for payments are that it eliminates the need to remember multiple passwords/PINs (47%) and perceptions that it is more secure than passwords/PINs (44%).



# Top concerns of using biometric authentication for payments

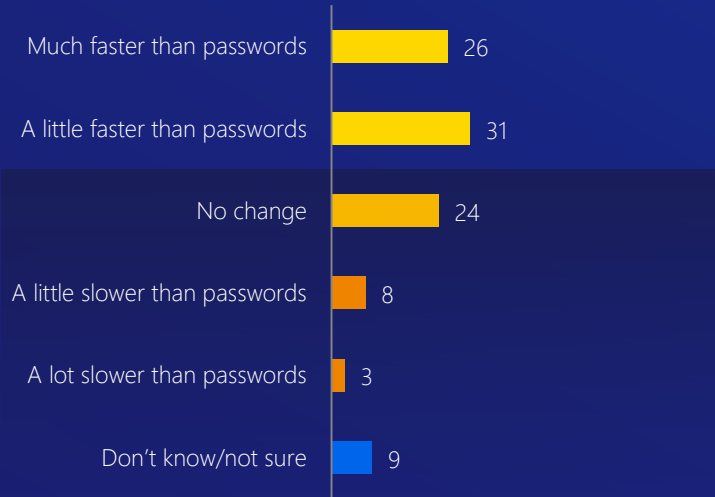
Top concerns of using biometric authentication are the potential breach of sensitive information that can't be changed if compromised (44%) and concerns that biometrics won't work well (43%).



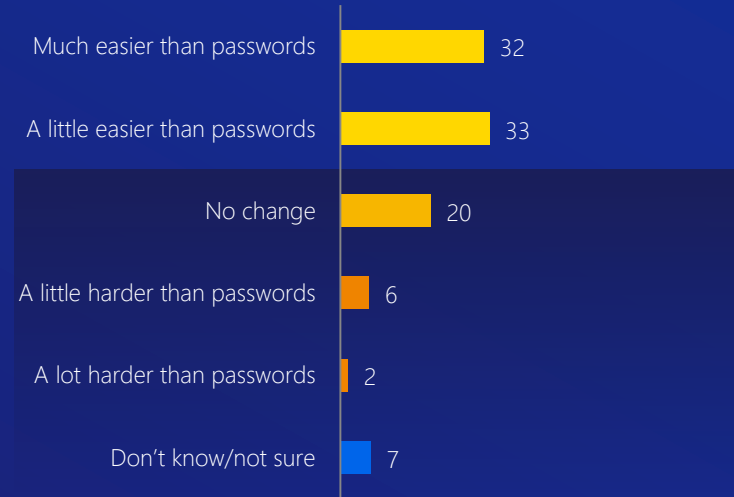
# Biometrics vs. passwords

Generally consumers perceive that biometrics are faster (57%) and easier (65%) than passwords.

## Biometrics Faster or Slower Than Passwords

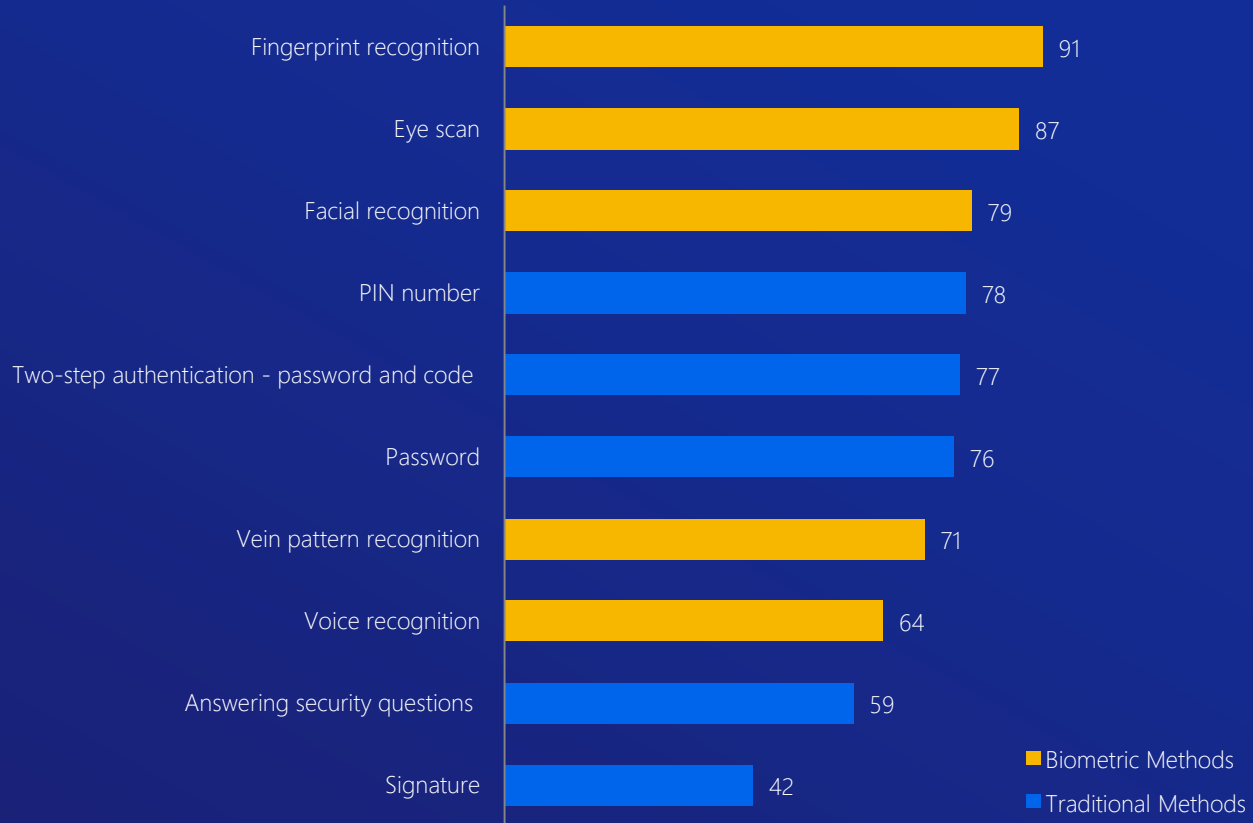


## Biometrics Easier or Harder Than Passwords



# Somewhat or Very Secure methods of authorizing payment

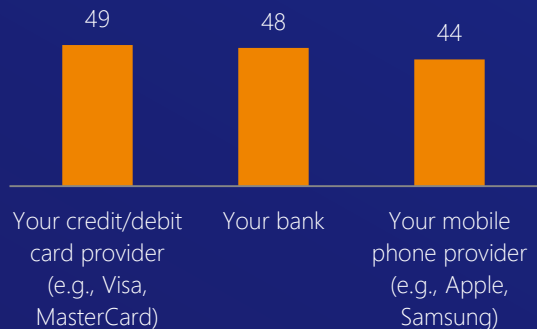
Biometric methods of authorizing payments are generally considered more secure than traditional methods.





# Trust to Store Biometric Information

Canadian consumers are most likely to say they would trust their bank (67%) and their credit/debit card network (51%) to store biometric data. One out of five of consumers, however, wouldn't trust any institutions (among those asked about).



## Somewhat or Very Likely to switch away from provider if don't offer biometric authentication in future

About half of consumers indicate that they would switch away from a card network, bank, or mobile phone provider that doesn't offer biometric authentication in the future.