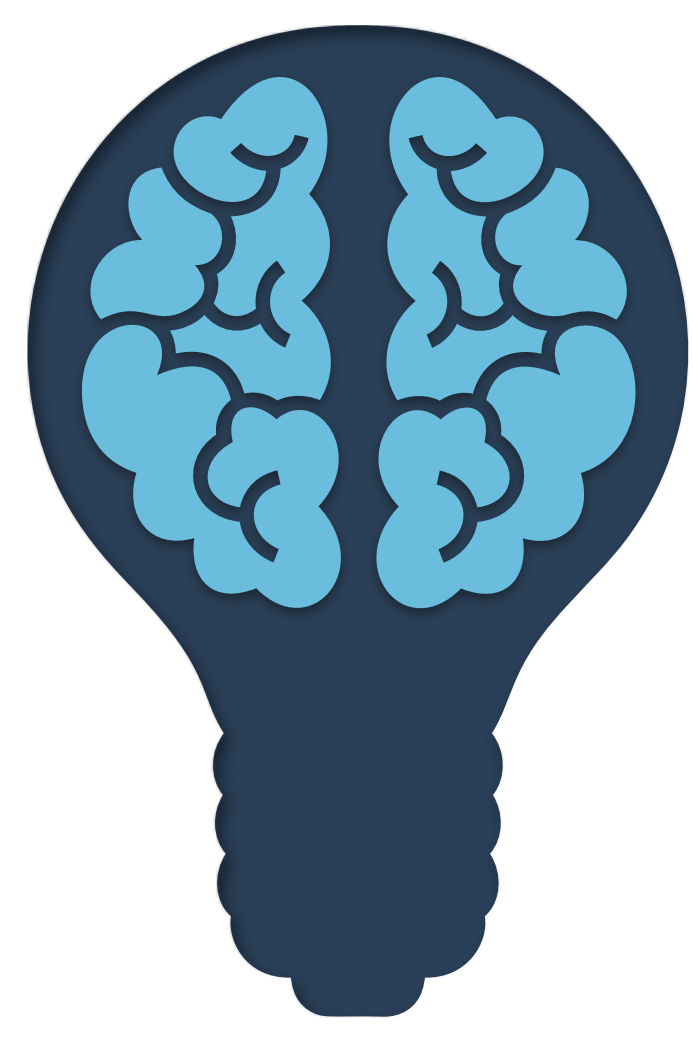


2017 Consumer Mobile Security App Use

We surveyed mobile users on how they protect their devices and data.



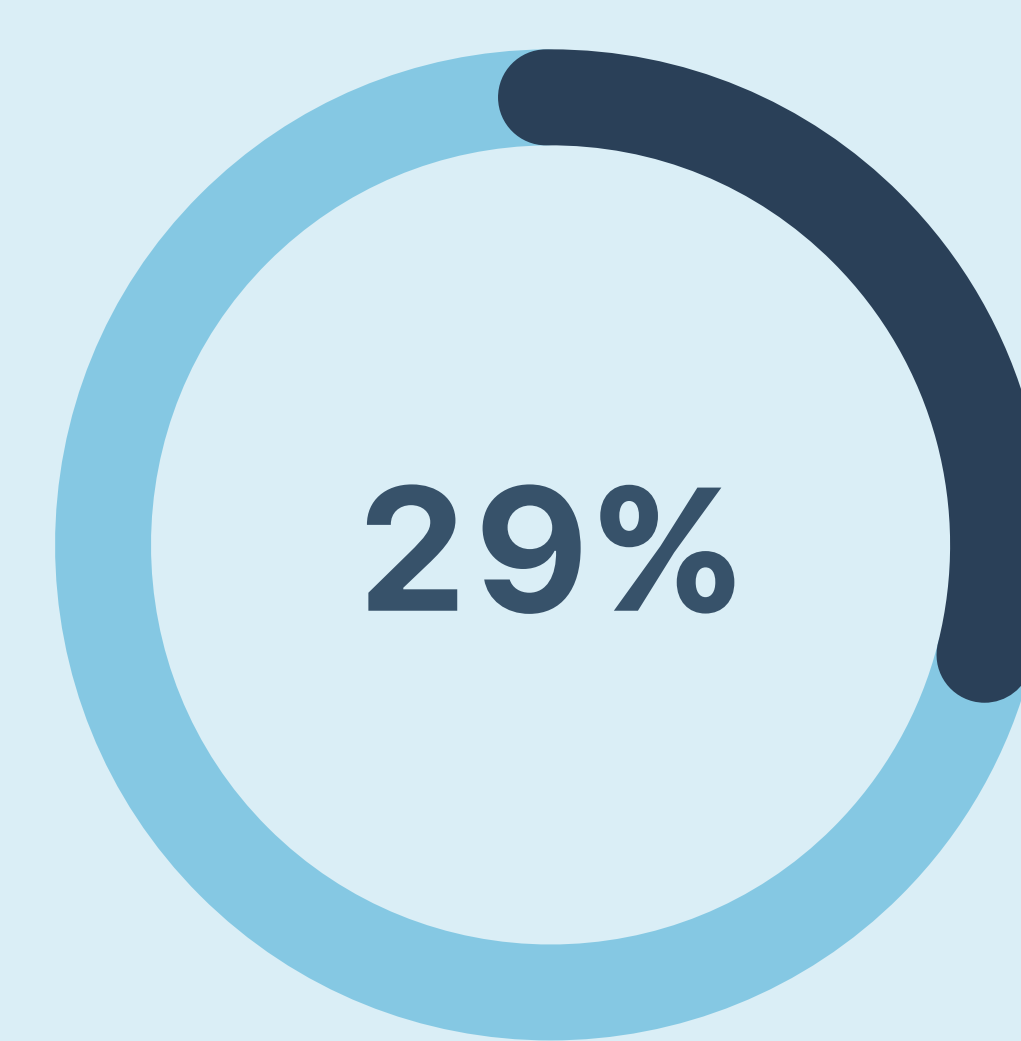
Keeper mobile survey finds security awareness is high, but use of security apps is lagging.

Users approach security in a similar way as they do on their desktop computers. This can be a problem, given the unique vulnerability of a smartphone - the small computer that fits in your pocket. Today, nearly 2.3 billion people use a smartphone.

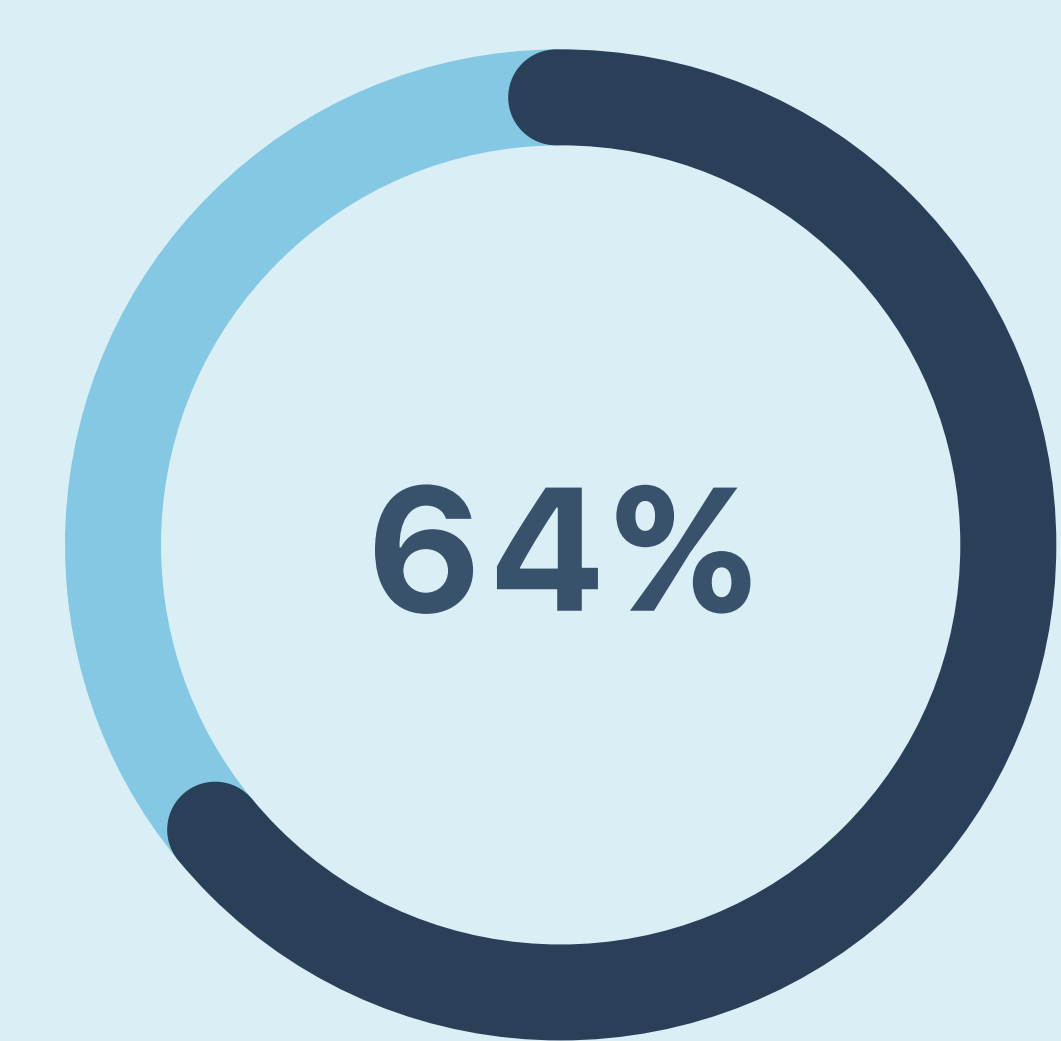
Keeper conducted a detailed survey of 1,000 smartphone users to determine how they protect their devices and sensitive data. Our findings indicated that password reuse across different applications is frequent, average password strength for mobile applications and websites is low and that most users rarely changed passwords.



How are passwords shared?

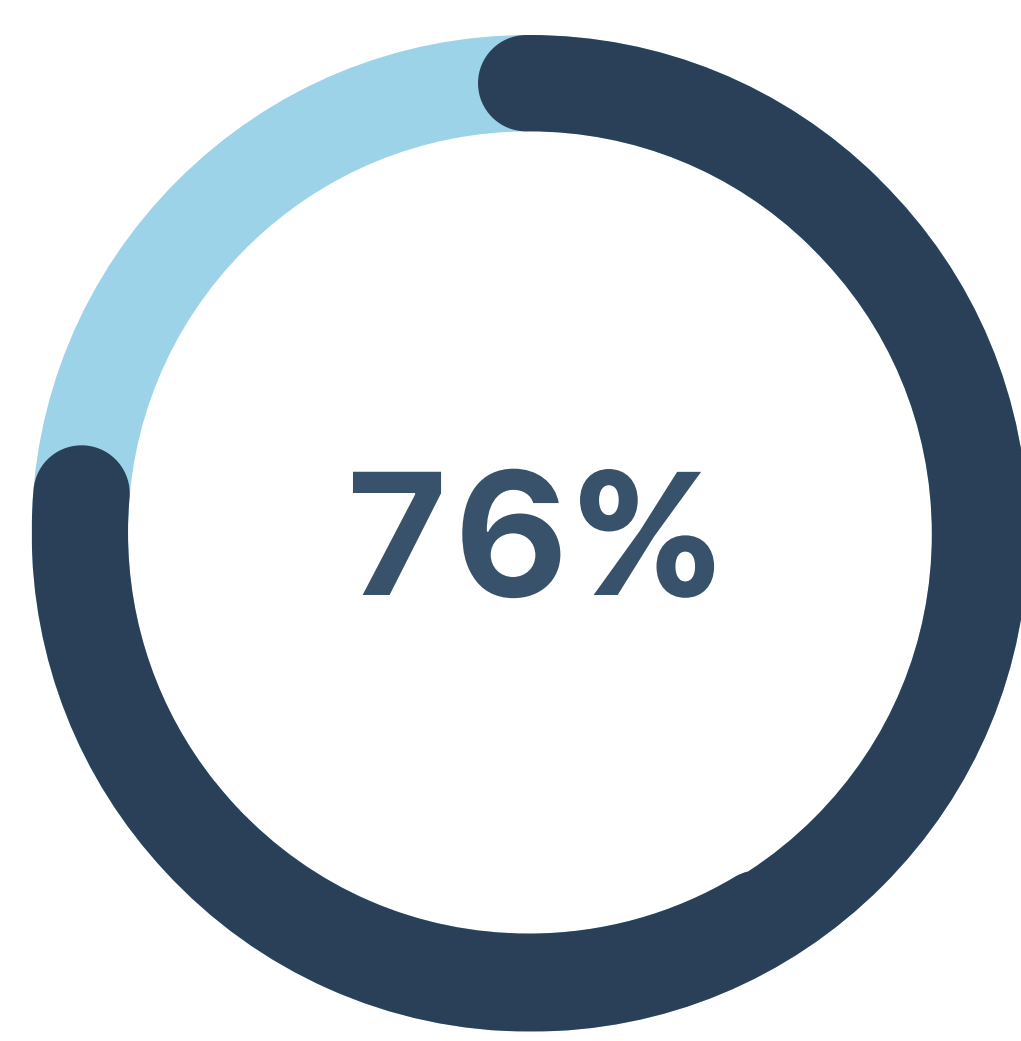


Share passwords with 2 or more people

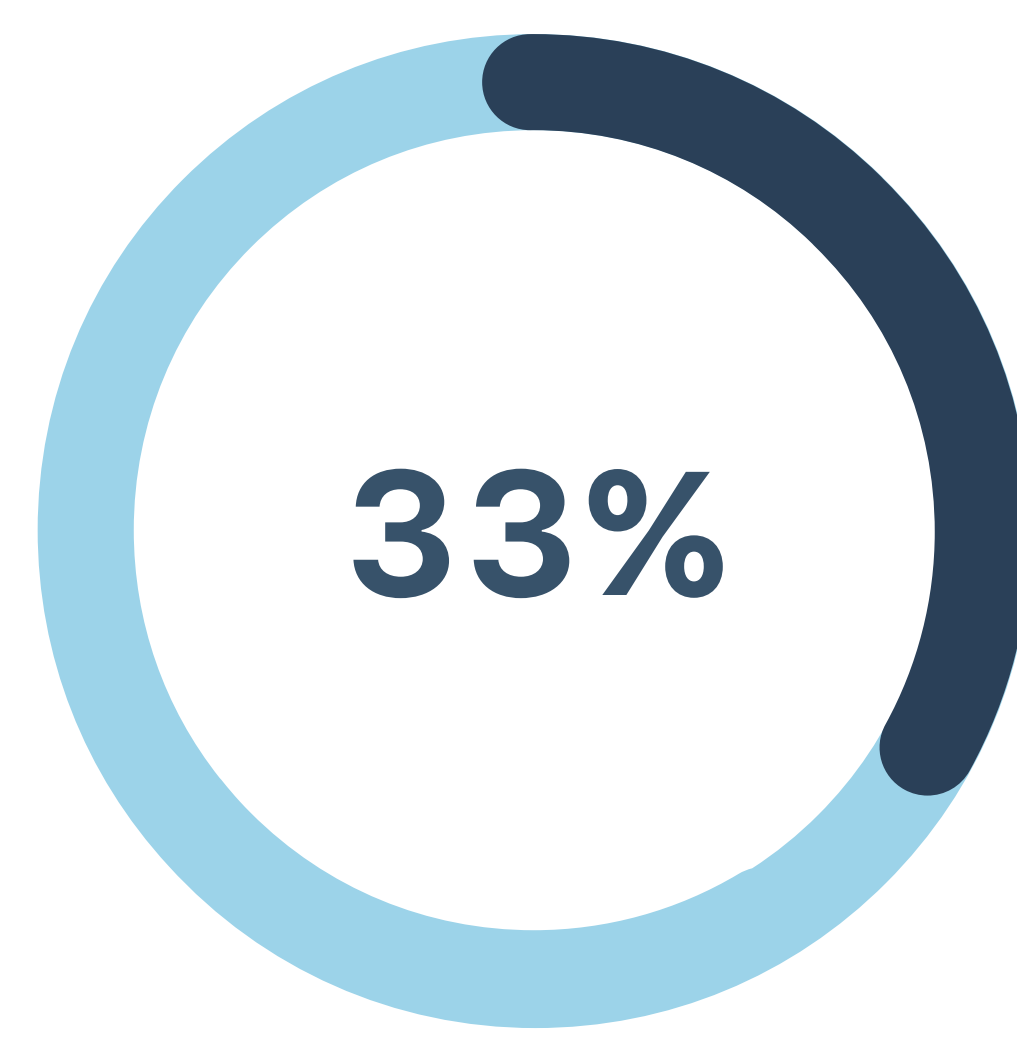


Never share passwords

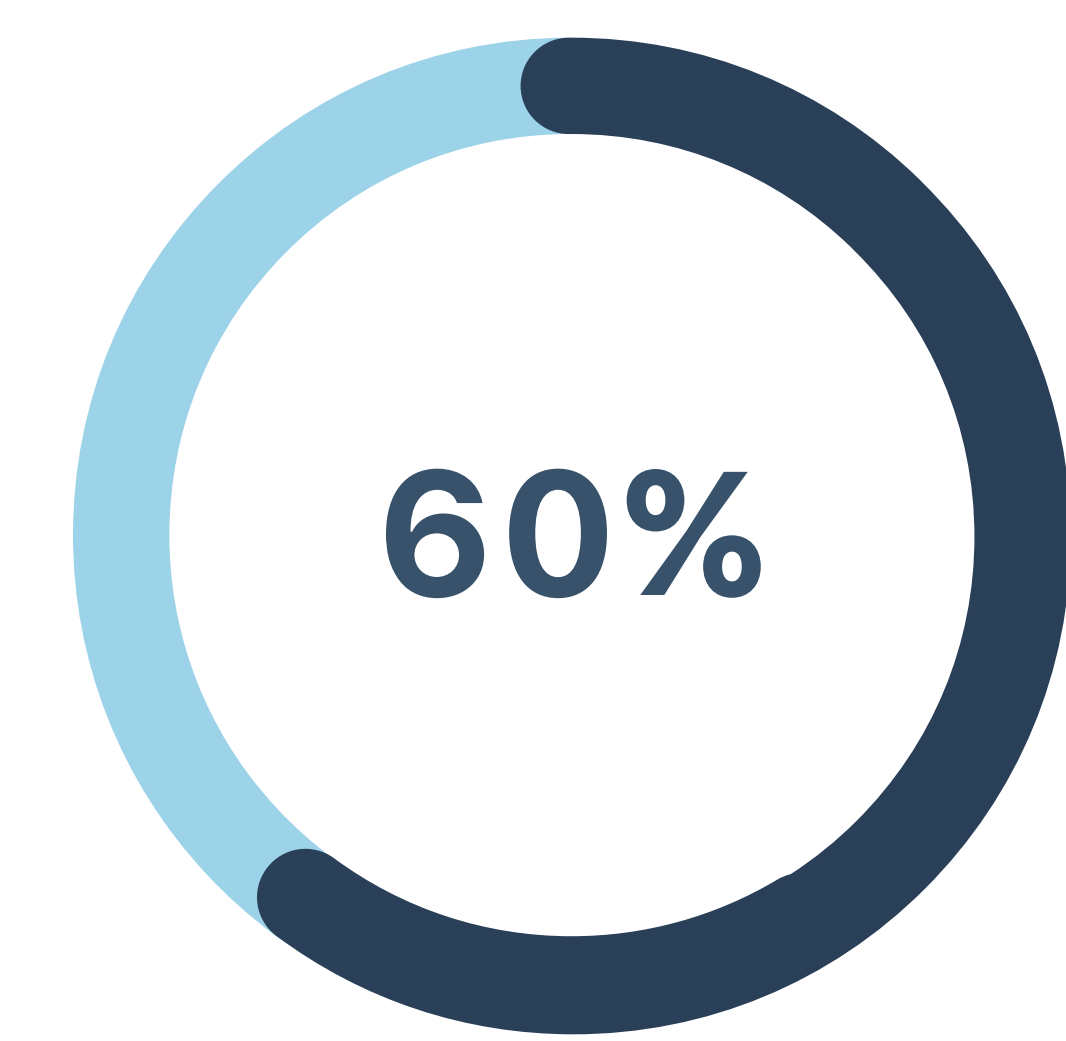
How are passwords stored?



Store passwords by remembering them or writing them down



Take 3 to 4 login attempts to remember a forgotten password



Have had to reset a password in the past 60 days

Who password protects their phone?



Age 44 and younger



Income under \$75K



Age 45 and older



Income over \$75K

Password reuse by age group

87%

of respondents ages 18-30

81%

of respondents ages 31 and up

Don't Get Hacked
Get Keeper

