

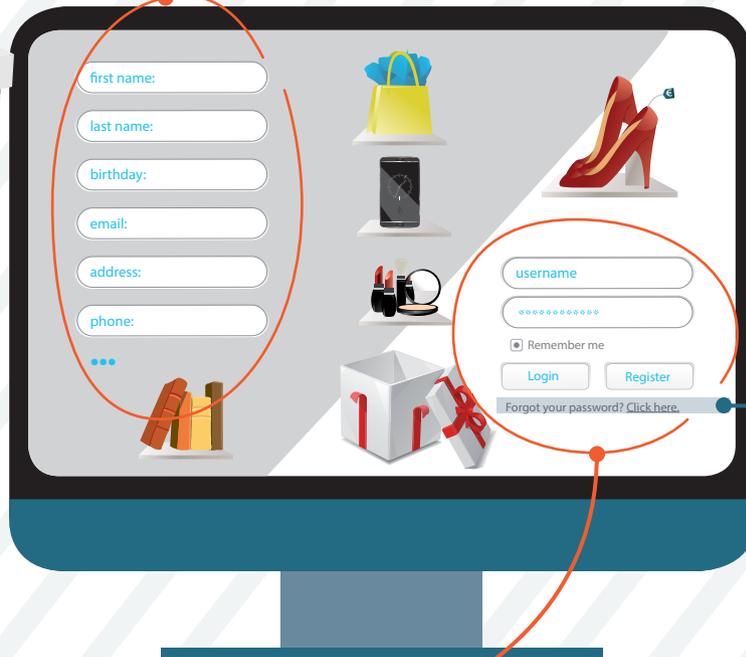
HOLIDAY SHOPPING

THE NIGHTMARE BEFORE CHECKOUT

18%

**Almost 1 in 5
US adults online**

gave up on an e-commerce purchase because there were too many forms to fill



53%

**5 in 10
US adults online**

used the "reset/lost/forgot username or password" feature on an e-commerce website

18%

**Almost 1 in 5
US adults online**

gave up on an e-commerce purchase because they forgot their password or username



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© Dashlane – This survey was conducted online within the US by Harris Interactive on behalf of Dashlane from Dec 3-5, 2013 among 2032 adults ages 18 and older.

> For complete methodology with weighting variables, contact press@dashlane.com