

# The State of PASSWORD HABITS

It's hard to change bad habits. The same is true with passwords.

The challenge to change our password behaviors was best illustrated by a January 2015 Harris Interactive survey of 2,030 online consumers.

In 2014,

**4 out of 10**

Companies were hacked, but most of us continue to use and reuse crackable passwords

**54%**

Consumers agree they need to change their password habits



## How do you manage passwords?



**63%**

Memorize them



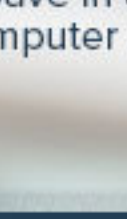
**43%**

Write them down on paper



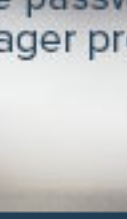
**27%**

Allow browser to remember



**13%**

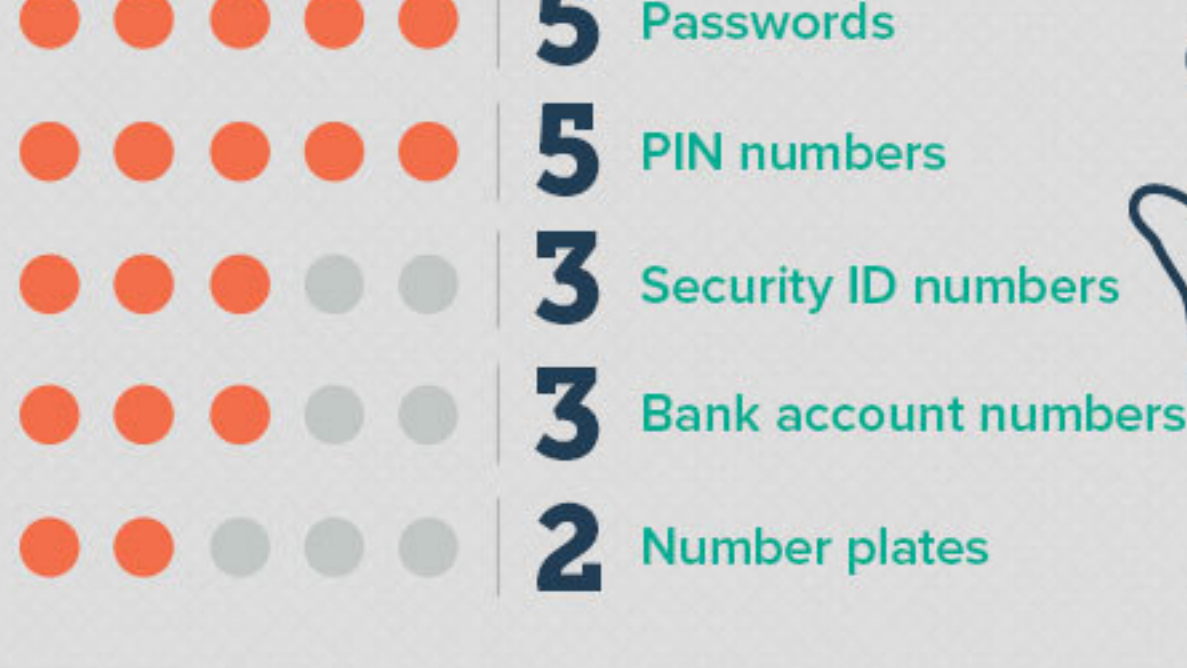
Save in a computer file



**8%**

Use password manager product

## The average person remembers



## 5 animals with better memories than humans



**1**

Chimpanzees

**2**

Sea lions

**3**

Elephants

**4**

Octopuses

**5**

Cats

**4 in 5** consumers are not confident in companies' ability to keep their digital identity safe.

## Why?

**815,842,526**

records stolen

**4,495**

security breaches since 2005

...And these are only the breaches made public.

If **1 record = 1 piece of paper**, it would create a stack 534 miles high



...that's **150 miles** higher than the Hubble Space Telescope.



## However...

**Data breach fatigue is real** and contributes to apathy about password habits.

Most people don't change their account passwords after news about online data breaches.

## “Why didn't you change your password after a breach?”

**40%**

“I only change my password if it's required.”

**37%**

“My passwords are strong, secure, and unique enough.”

**26%**

“I only changed my password for accounts that have sensitive financial information.”

**21%**

“I only changed my password for accounts at companies where the breaches occurred.”

**21%**

“It's too much to remember new passwords.”

**14%**

“Every time I create a new password, I forget what it is.”



## Other bad password habits: Reuse & Sharing

### Reuse

**\*\*\*\*\* >** **59%** of consumers reuse passwords because it's too hard to remember them.

### Sharing

## “How do you share passwords with family members who needs access to your online account?”

**40%** Verbally

**18%** Write it down

**9%** Text it to them



## Who shares passwords with their family?

**80%** Students

**71%** Females 18-34

**70%** Income \$50K-74K

**70%** Ages 18-34

**68%** Males 18-34

## How will you ditch your bad password habits?

<https://www.privacyrights.org/data-breach>

[http://www.cracked.com/article\\_19535\\_6-animals-with-better-memories-than-you.html](http://www.cracked.com/article_19535_6-animals-with-better-memories-than-you.html)

[http://www.pcworld.com/article/150874/password\\_brain\\_power.html](http://www.pcworld.com/article/150874/password_brain_power.html)

Take control of your digital identity



<http://www.passwordboss.com>