World Password Day

Global Survey 2022

bitwarden

Bitwarden World Password Day Global Security Survey

1 World Demographics

2 Global Digital Daily Lives

3 Password manager behavior

4 Breach Reality and Concern

5 Discovering Password Managers

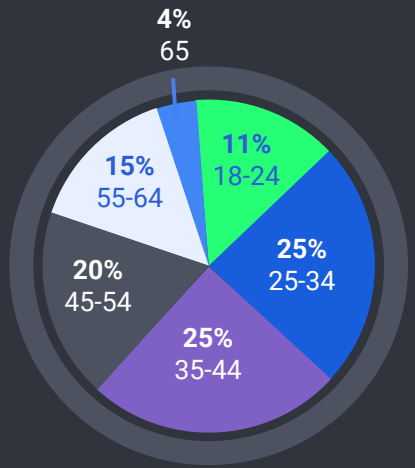
6 The Great (⅓ Remote) Return

Worldwide demographics

5 Countries Across the Globe

Respondent Profile

Employment Status



Age

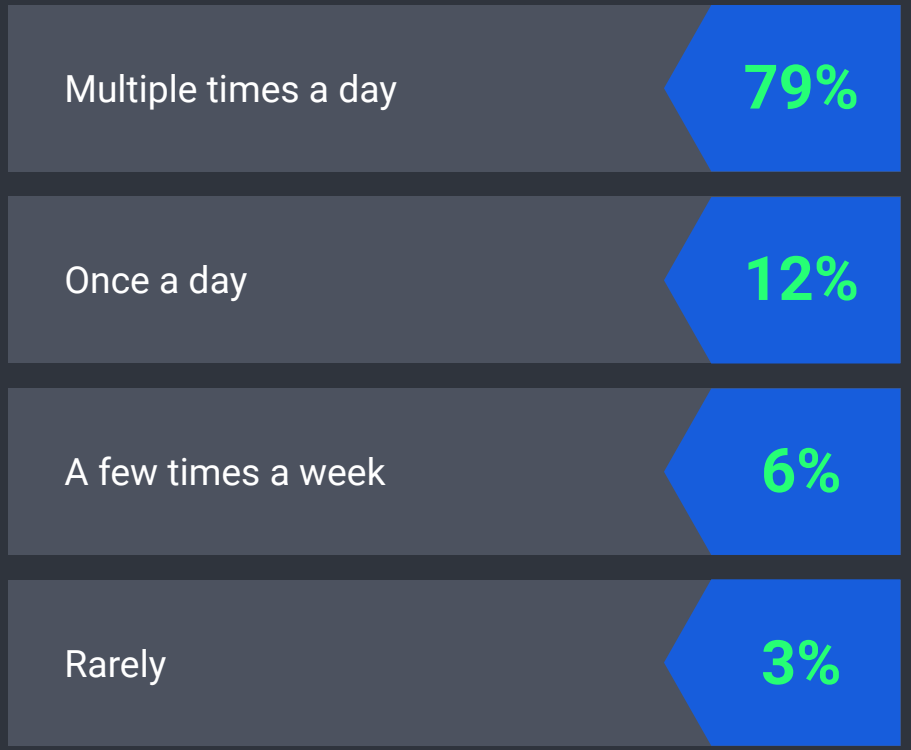
Which do you currently own?

- **95%** Smartphone
- **95%** Laptop
- **72%** Automobile
- **55%** Pets
- **47%** Smart speaker
- **45%** Desktop
- **43%** Fitness Equipment
- **25%** Luxury watch
- **15%** Motorcycle

Global digital daily lives

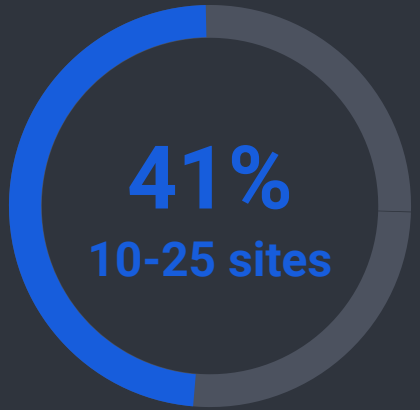
Most are logging into websites multiple times a day

creating more chances for security vulnerabilities



The largest group of respondents manage passwords **across 10-25 sites**

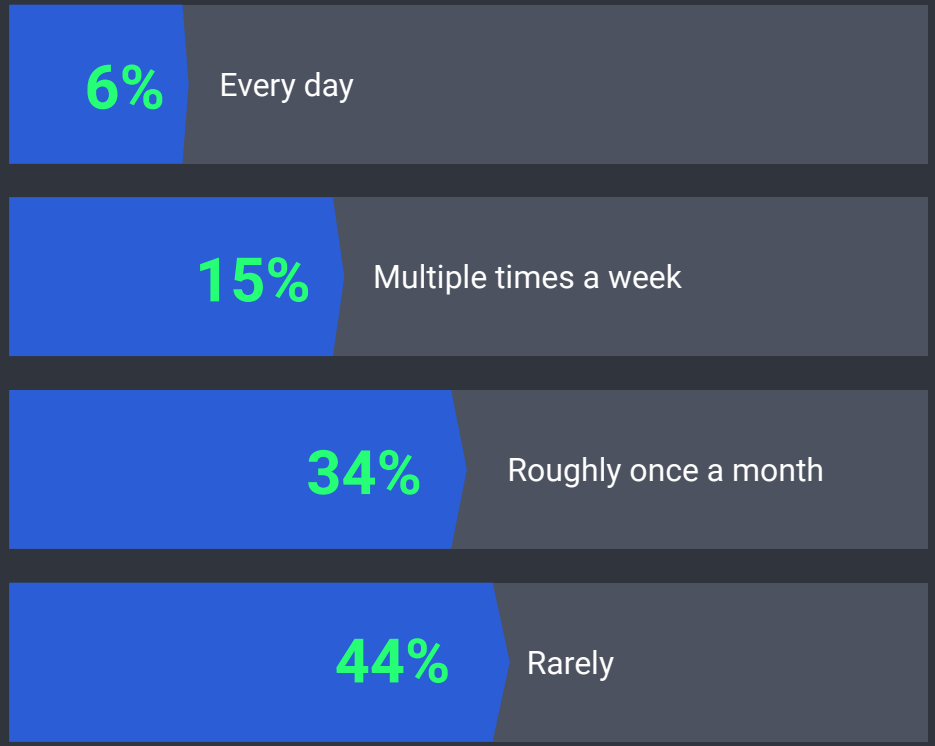
For how many different sites or apps do you **manage passwords**?



Perhaps explaining why the largest group also reuses passwords **across at least 5-10 sites**

For how many sites do you estimate you **reuse your passwords**?

Frequency of password resets



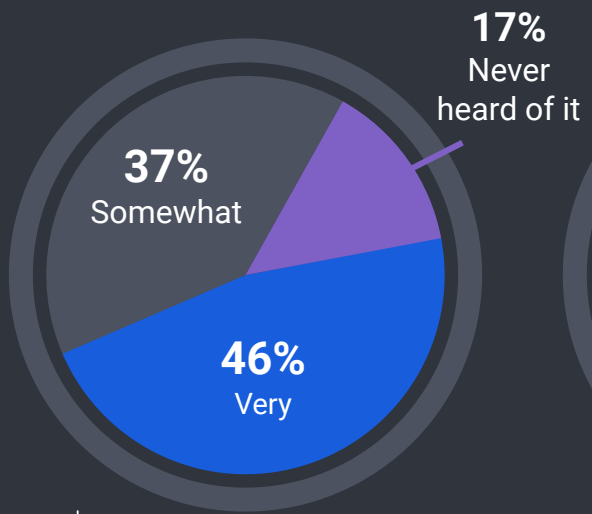
Almost a quarter reset their passwords every day or multiple times a week

With ⅓ resetting once a month, and only 44% rarely

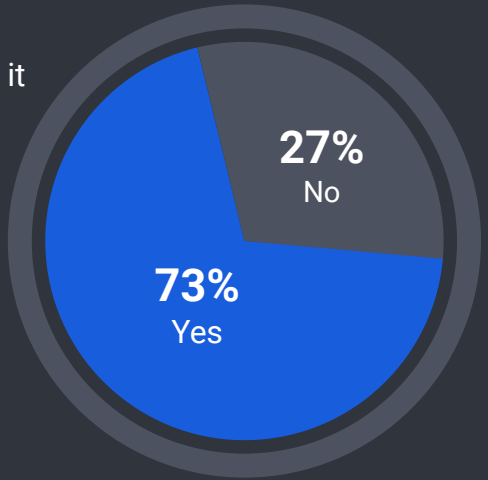
Two-factor authentication has gone global

Familiarity and adoption solid in the workplace and for personal use, with personal use edging ahead of work adoption

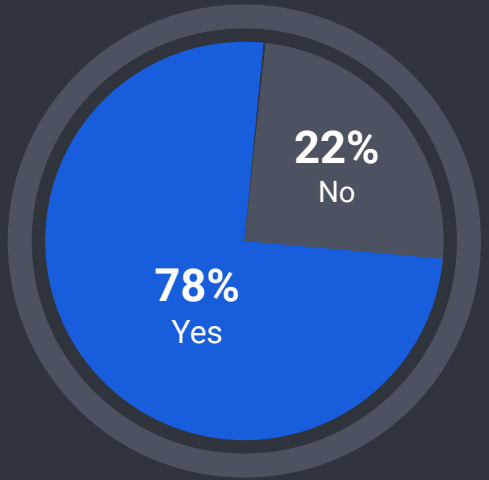
Are you familiar with 2FA?



Do you use 2FA for work accounts?



Do you use 2FA for personal accounts?

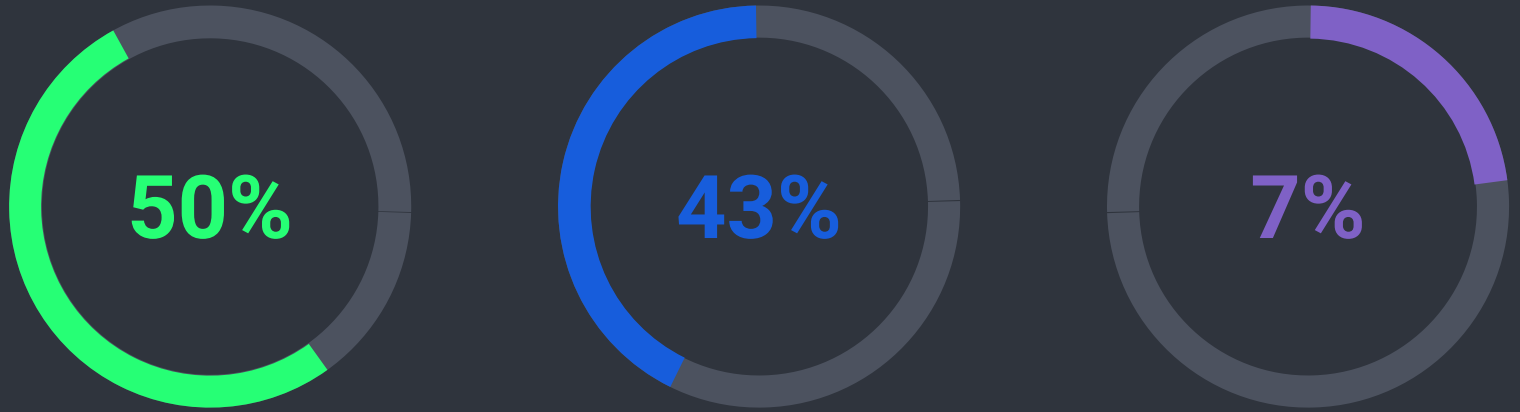


Password manager behavior

Password manager usage up

Do you use a password manager?

Almost all are ‘somewhat’ or ‘very’ familiar with password security best practices

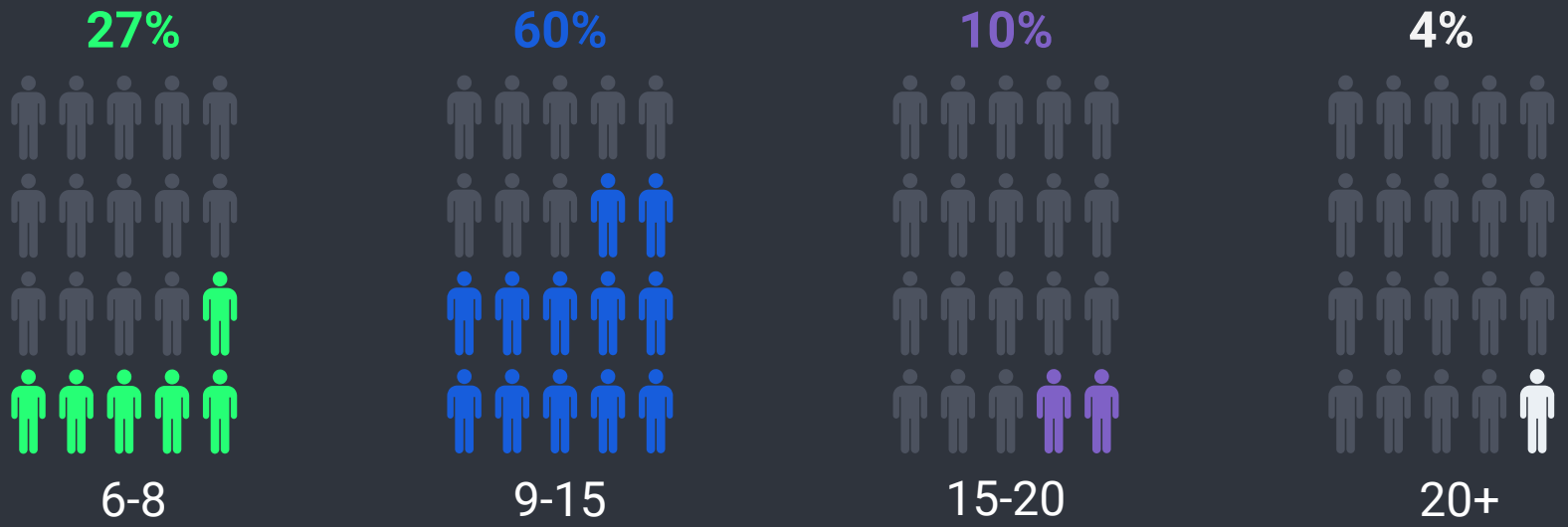


Somewhat

Very Familiar

Never heard of password security

87% of respondents use passwords between 9-15 characters or less

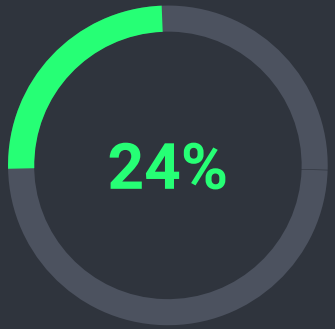


Breach reality and concern

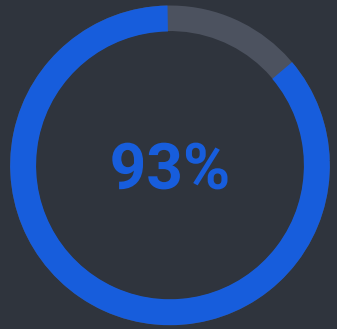
Nearly 1/4 of respondents affected by a data breach

The majority asked to reset their passwords did so

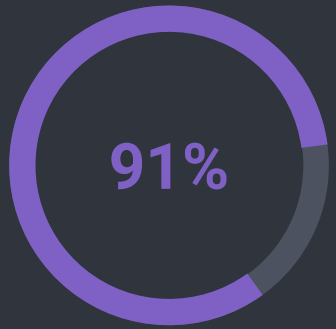
Affected by a data breach in the last 18 months



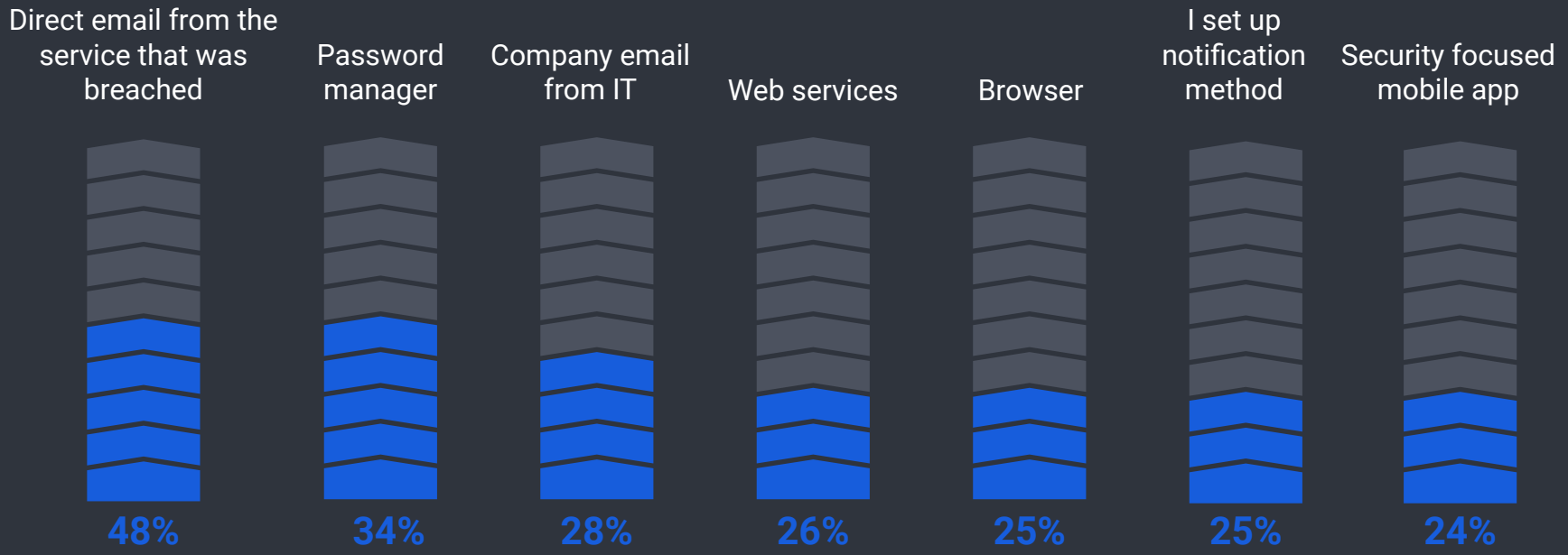
Recommended to reset password



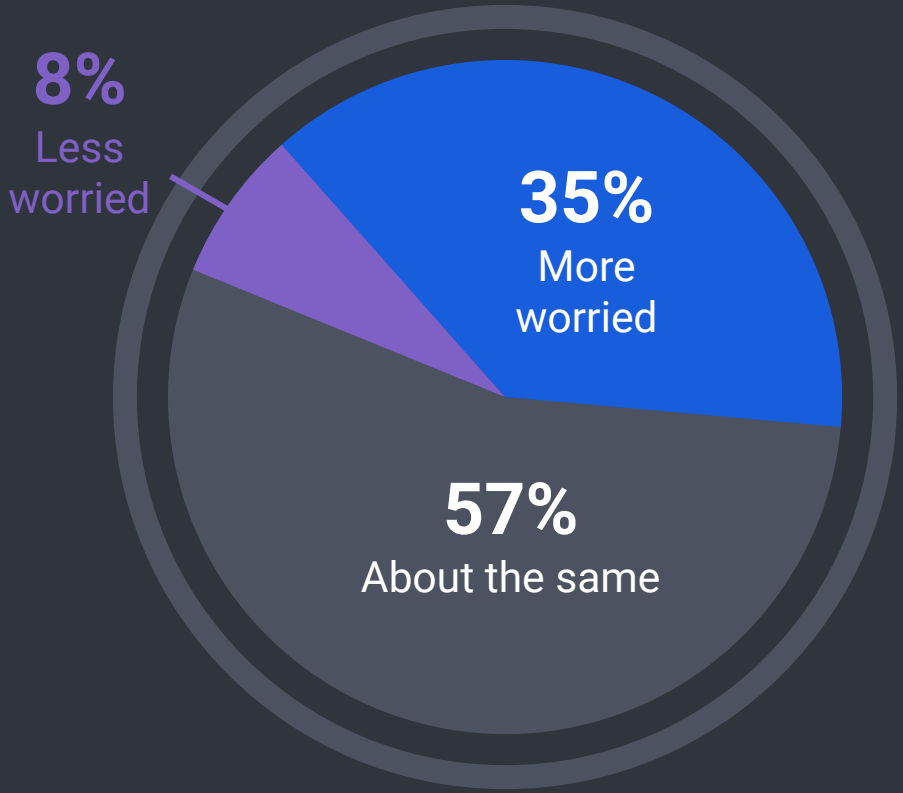
Completed a password reset



Direct email leads breach notification sources

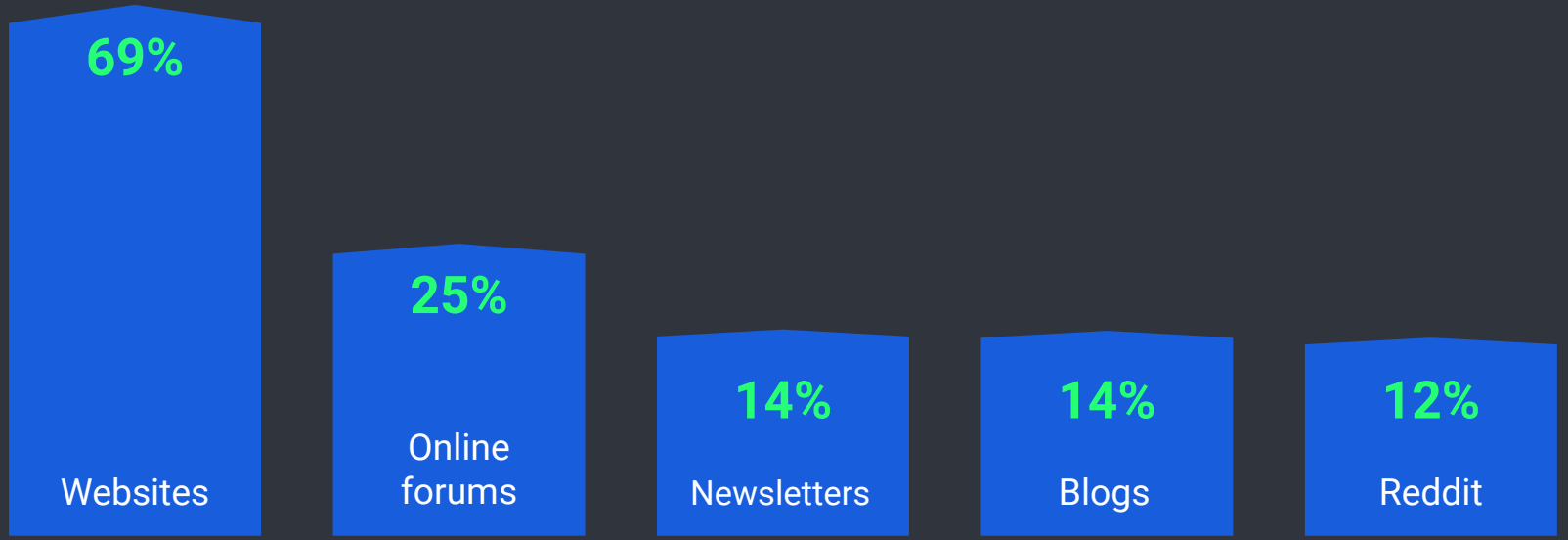


A third are more worried about cyber attacks this year



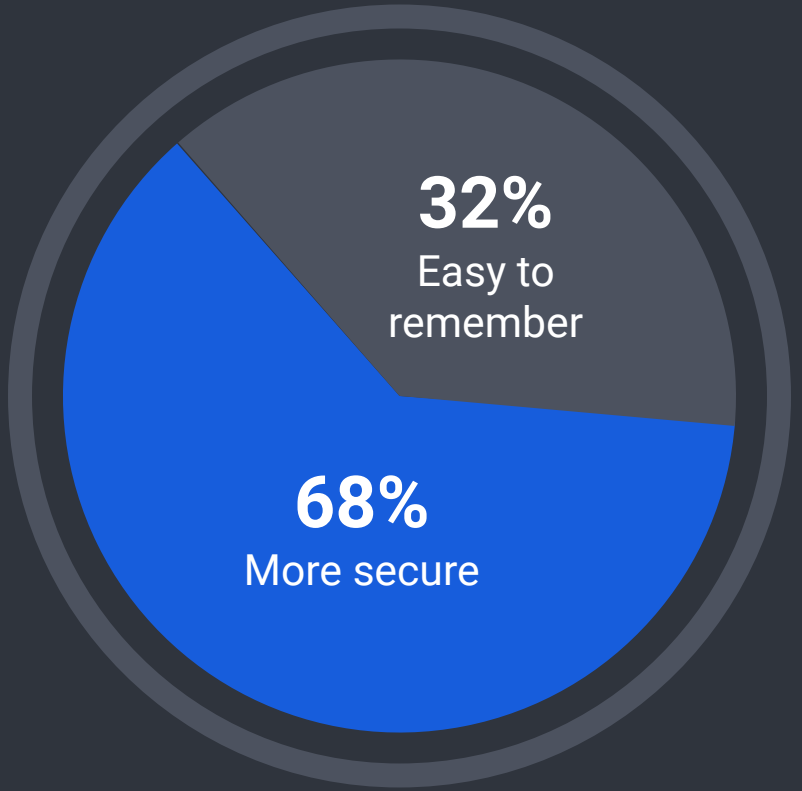
Discovering password managers

More than two-thirds use websites to find information on password managers



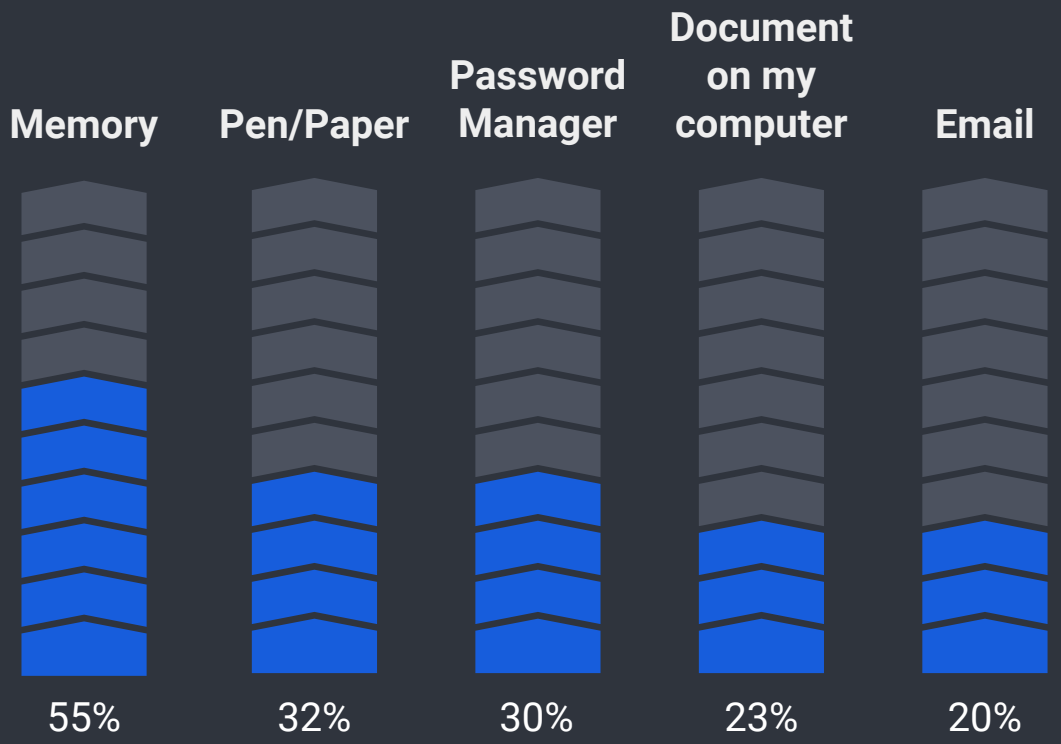
Users prioritize security over memorability

It is more important a password be secure than easy to remember - but users can get both with a password manager

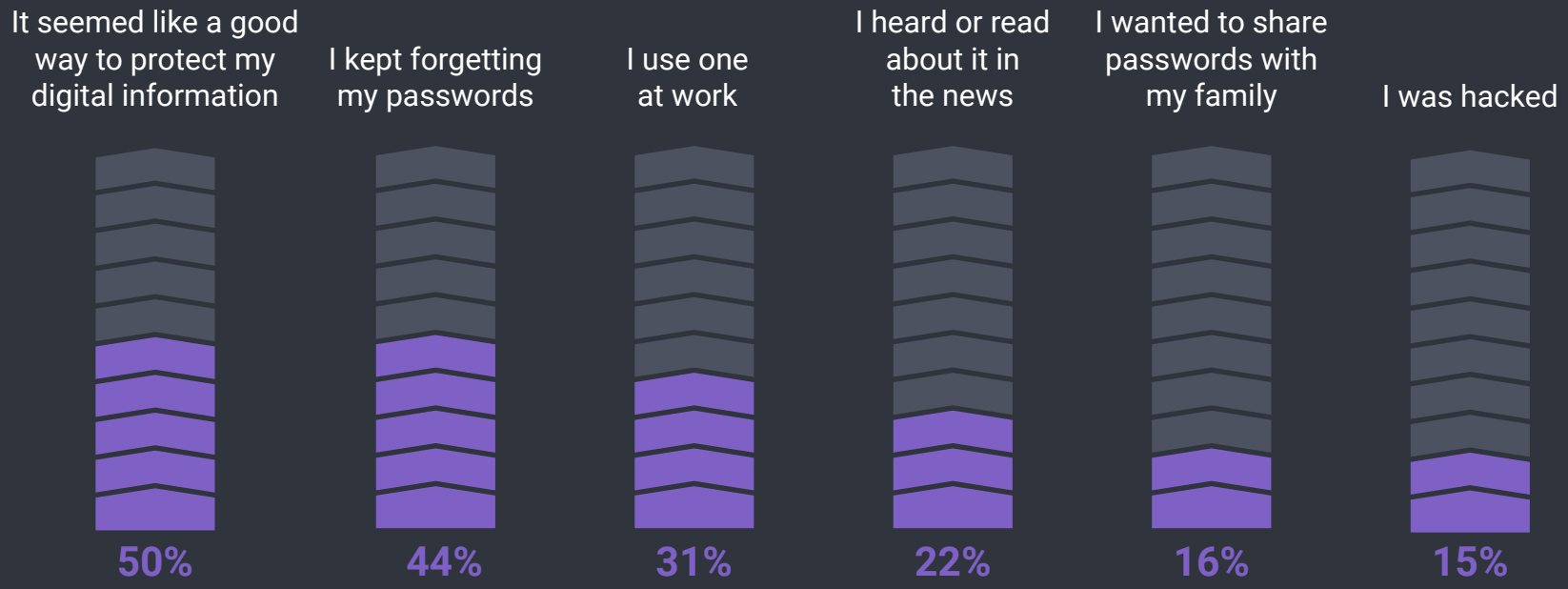


Too many people are still using memory to manage their passwords

As evidenced by all the resetting, memories are notoriously unreliable



Security, and memory failures, prompt most people to start using password managers



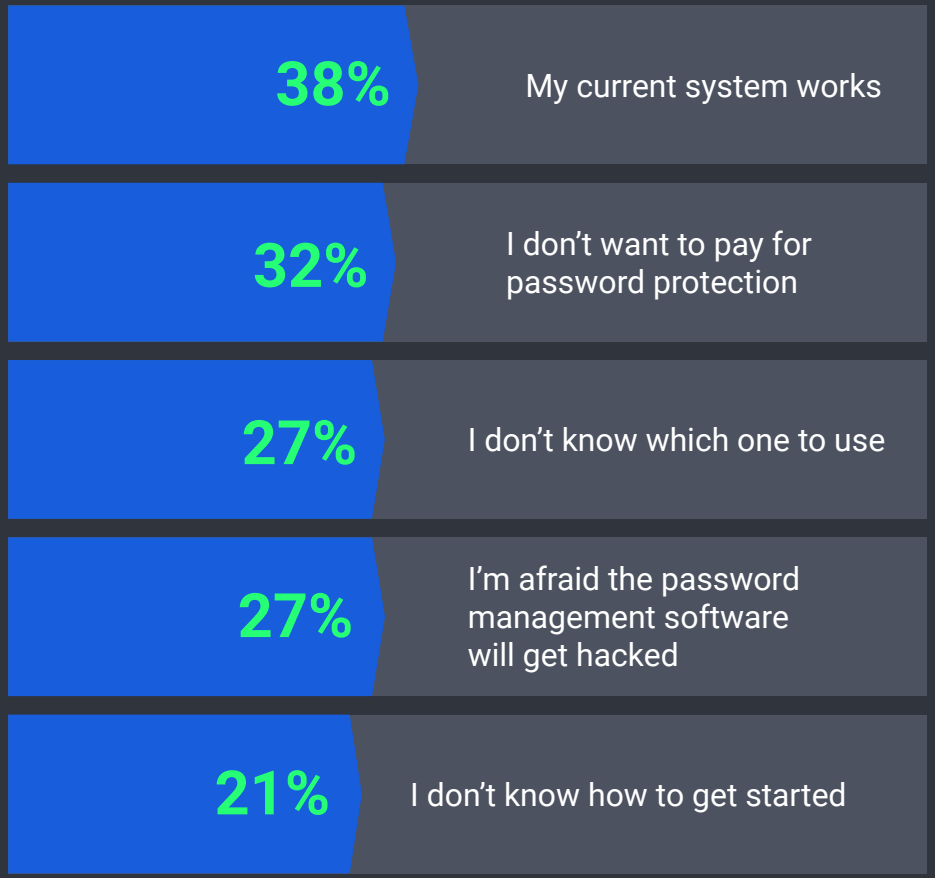
When considering password management software what is the most important to you?

Security is #1

1. Security

2. Ease of use

3. Price



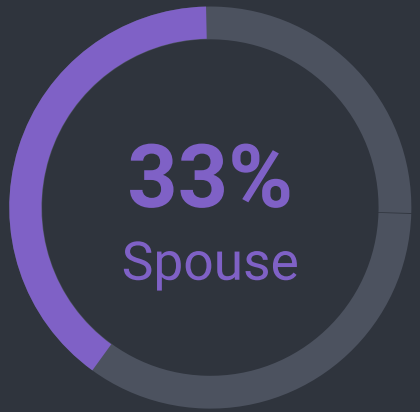
Satisfaction with the status quo inhibits password manager use

Why not use a password manager?

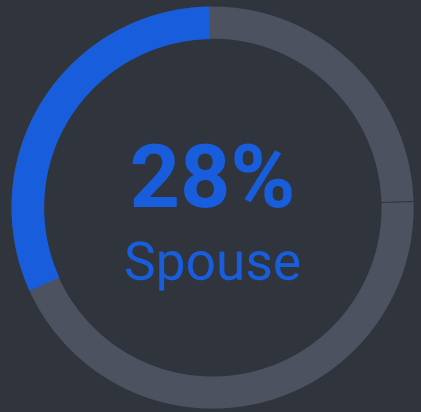
A marriage story

People want their spouse to start using a password manager and worry most about their spouse getting breached

What one other person **would you most like to start using a password manager**?



What one other person **are you most worried will be affected by a data breach**?

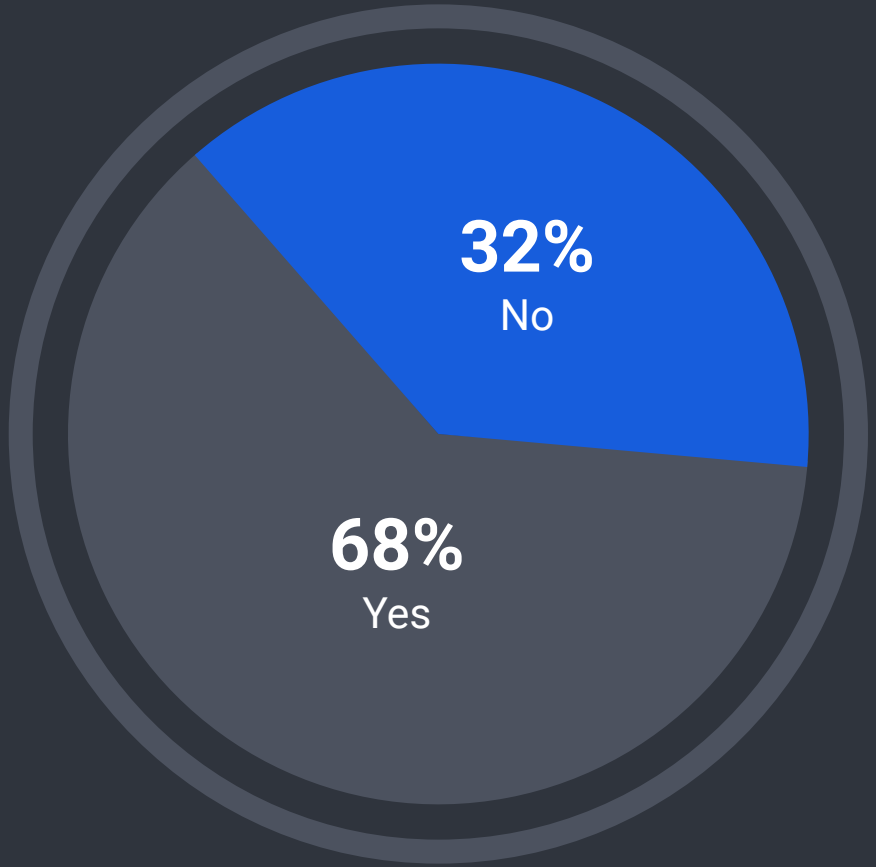


The Great (⅓ Remote) **Return**

Most employees expect to return to work

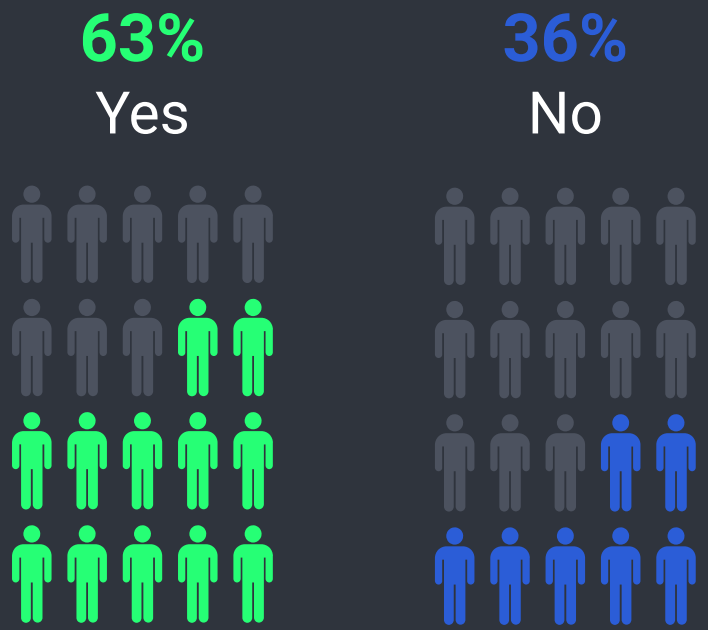
⅓ expect to stay remote

Do you envision going back to work in an office full time?



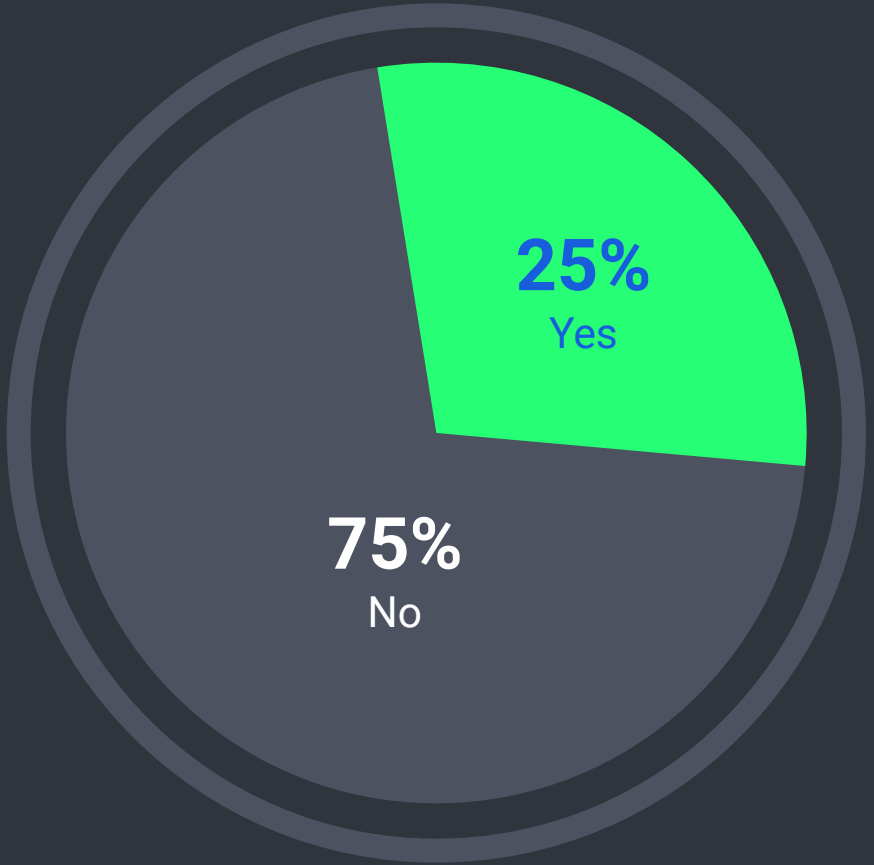
Do you think workplaces should provide employees with a password manager to protect credentials?

Employers: Most employees desire password manager software



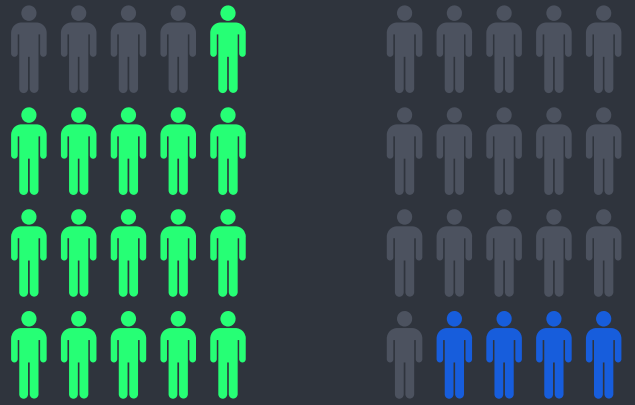
Employers leaving credential management open

Does your employer require you to use a password manager?



Those who are remote want to be better protected

Do you think that employers should provide security tools and training specifically for a remote work environment?



82%
Yes

17%
No

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