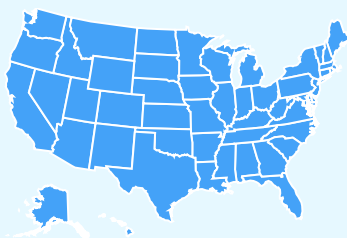




AMERICA'S PASSWORD HABITS 2021

There has been an unprecedented surge in internet crime in 2020, owing to a massive rise in online transactions due to the COVID-19 pandemic. But have Americans learned to improve their security behavior and password habits? Let's take a look:



68%

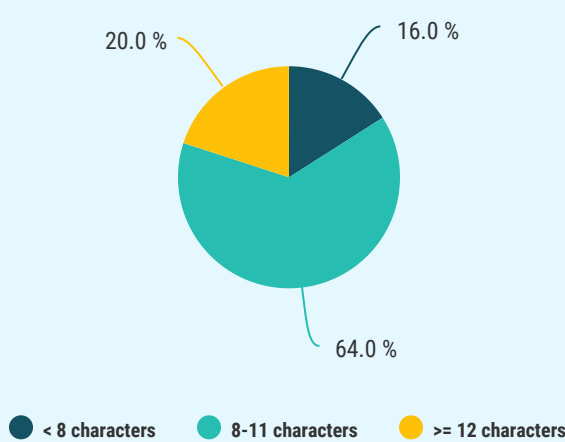
of the people surveyed said they continue to use the same password across multiple accounts



37%

of the people said they shared their passwords with others. This number is up 12% since 2020.

It appears that people have, however, learned that short passwords are more dangerous

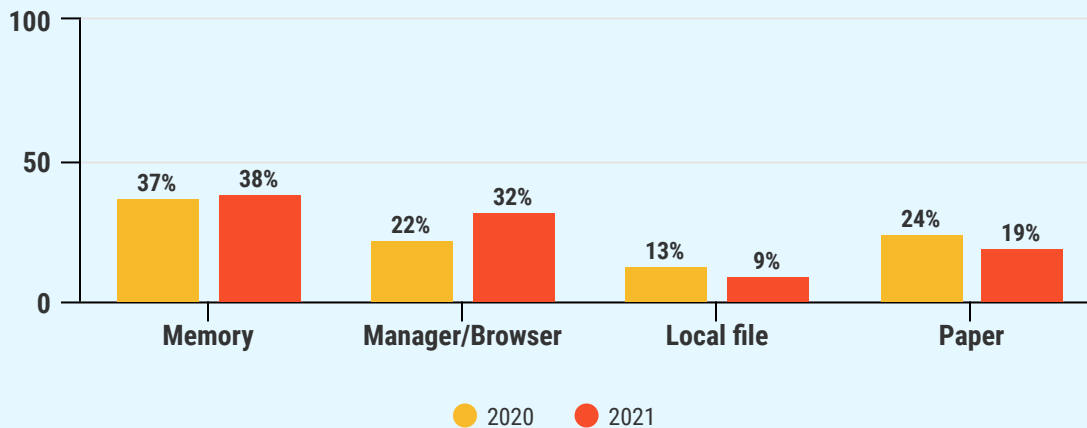


85%

of the respondents said they have adopted two-factor authentication that adds an additional layer of security

The research from security.org has also revealed that people's password storage methods are gradually improving. While a majority still depend on their memory, a lot of people are making the transition to digital storage.

How people store their passwords



38%

of Americans surveyed said that at least one password of theirs was guessed or cracked. Despite that, 57% continued to just tweak their old passwords to come up with new ones.

The passwords of the survey respondents were analyzed and there was a predictable pattern that emerged. More than 50% of the people said they used familiar names of people around them as passwords and 15% admitted that they just used their own name! This just makes hacking really easy, thereby compromising their data security. Let's look at the components of most passwords:

Curse Words	42%
Birth Year	21%
Pet's Name	18%
Age	18%
First Name	15%
Child's Name	14%
Acronyms	13%
Dictionary Words	13%
Misspelled words	13%
Partner's name	12%
Parent's name	12%
Last name	11%
Random keys on the keyboard	11%
Friend's name	11%
Common phrases	9%
Street name	9%
Name of the website where the password is being entered	8%
Repeated characters	8%
Graduation year	7%
None of the above	5%

*Total is more than 100% since multiple responses were permitted