

Passwords and Online Security

To recognize World Password Day, we've gathered the latest trends, insights, and concerns around Americans' cybersecurity habits

Americans think their cyber hygiene is great

52%

of Americans think their password hygiene is better than the average person Many are still practicing bad password habits

65% ₽

of all respondents still reuse their credentials for various accounts

Most Americans are concerned about online security...



While some are trying to improve their cybersecurity

73%

enable 2-factor authentication for online accounts, at least sometimes

66%

use completely random passwords either often or sometimes

44%

use password managers

often or sometimes

63%

Still write down their passwords or note them in their phone at least sometimes

52%

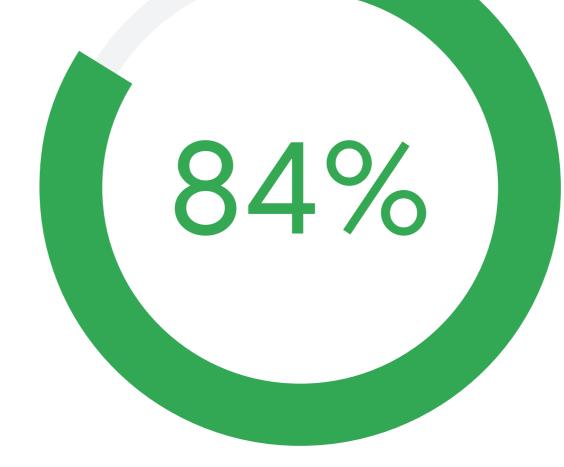
have used a name or birthday of the following for their password:

- Themselves
- Partners
- Family & pets
- Friends

19%

say they have used the following common passwords at some point:

- Password
- Abc123
- 123456
- 111111



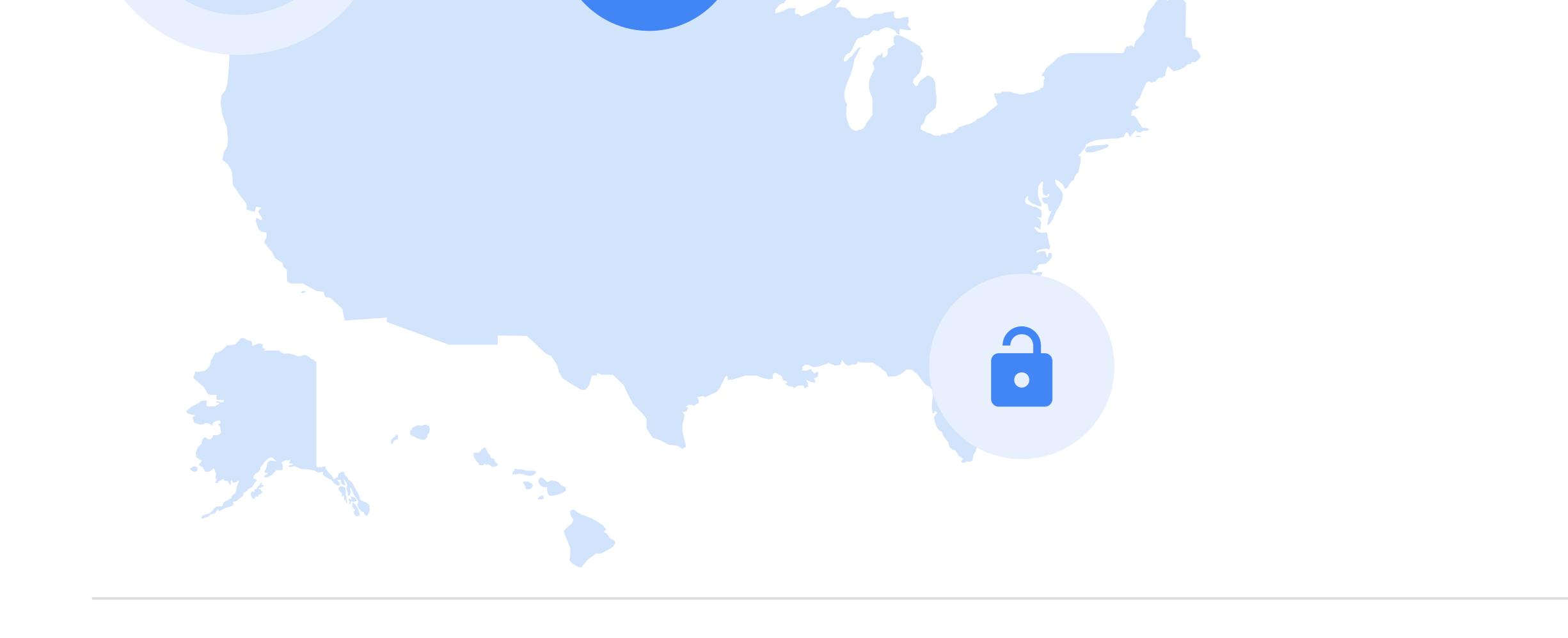
of Americans are concerned about the safety and privacy of their online data

...and they have good reason

37% of Americans have had their personal data compromised online

19% don't know if their data has ever been compromised

Though, far less are taking action to protect



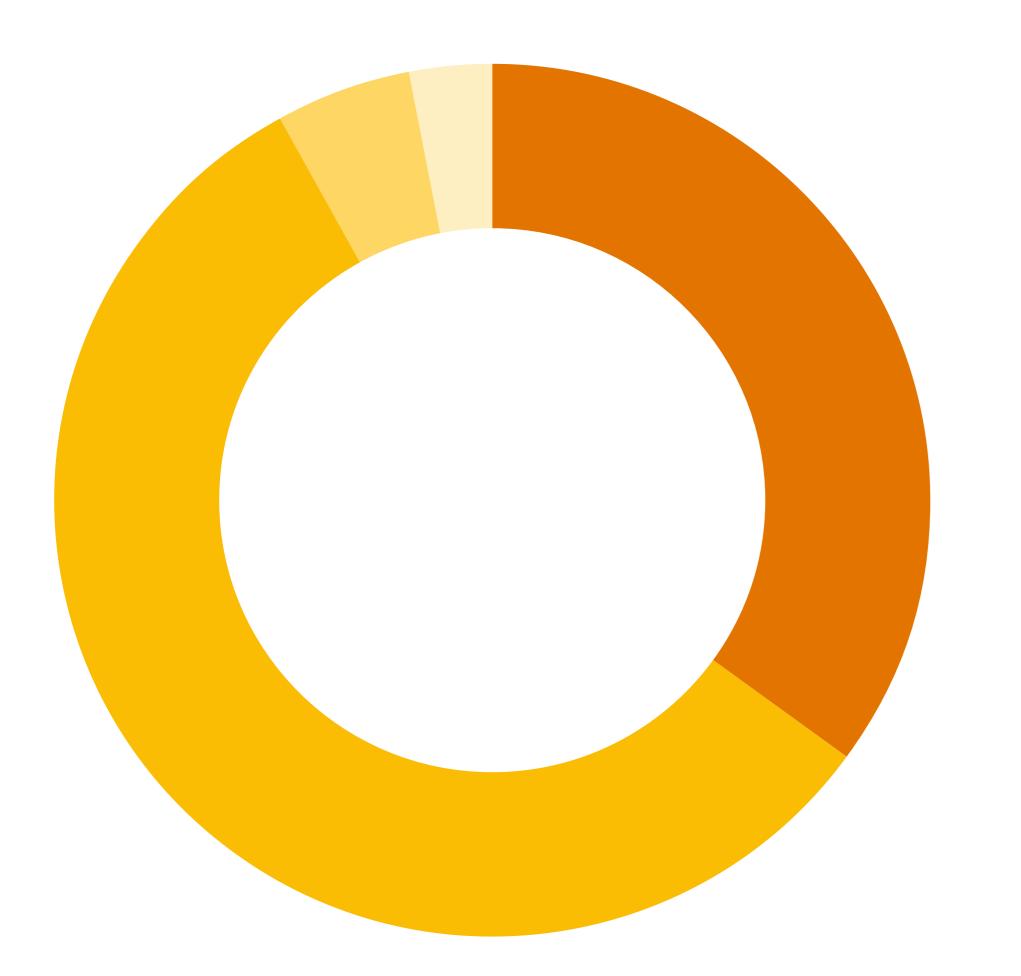
themselves

63% routinely check the security or privacy settings of their online accounts

72% have to reset their passwords often or sometimes

Emerging threats have changed our views on cybersecurity, with a third of Americans improving password hygiene throughout the pandemic

When asked about their password hygiene through the pandemic...



Among those who say their password hygiene improved over the pandemic, the improvements were driven by:

Increased concern over cybersecurity threats 45%

Having more online accounts that require passwords 39%

Storing more sensitive data and information online 32%

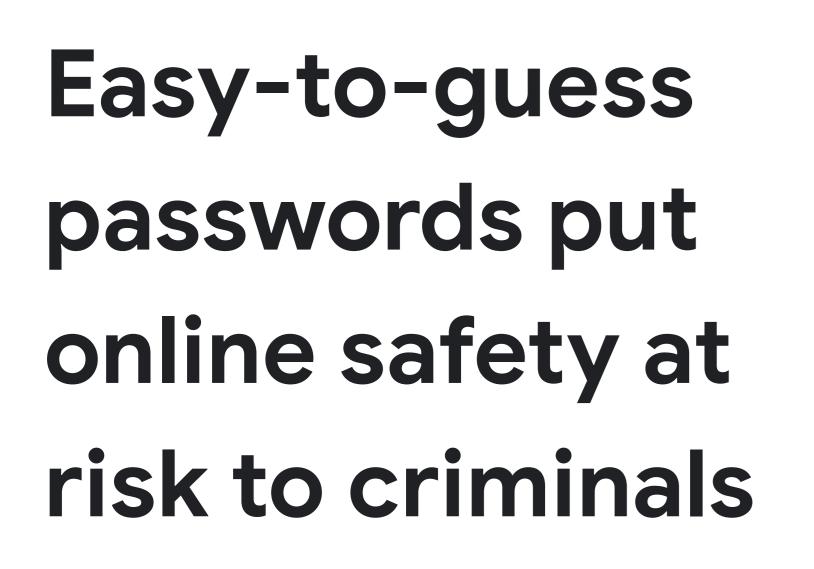
Having more convenient ways to create or manage strong passwords 28%





- 57% think it was about the same
- 5% thought it got worse
- 3% don't know

Relying more heavily on online products and services for medicine and healthcare 24%



17%

of Americans have tried to guess someone else's password

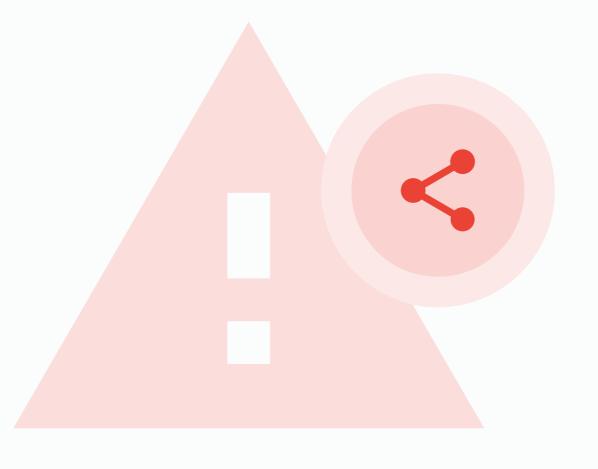
54%

of those who've attempted to guess were successful

Americans can be overly trusting when it comes to password sharing

30% <

of Americans have shared their password with someone else at some point



32%

currently have access to someone else's password(s) for their online account(s)

These were usually shared with family or partners for streaming services and email accounts

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