NO GENERATION IS IMMUNE TO PASSWORD MISHAPS

Each generation could learn from the other when it comes to their confidence in perceived safety versus actual password behaviors.

GEN Z: Overwhelmed confidence, underwhelming behavior.

Gen Z is the most assured when it comes to their password management yet are the generation with the best password hygiene.

When it came to BREACHES, proximity drove the younger generations to change their passwords. Gen Z believes their password methods to be “very safe.”

Gen Z is more likely to recognize that using the same or similar password for multiple logins is a risk, alongside Millennials. On the other hand, Gen Z is the generation most likely to use memorization to keep track of their passwords.

Baby Boomers are least likely to rate their password tracking methods as “very safe,” and more likely to deem them “neither safe nor risky.”

Interestingly enough, Millennials and Gen Z create stronger passwords than Boomers when it comes to their work accounts, though this could also be attributed to many Baby Boomers retiring.

Each generation could learn from the other when it comes to their confidence in perceived safety versus actual password behaviors.

However, Baby Boomers are the most likely to create unique passwords and the least likely to use the same password or a variation.

BABY BOOMERS

They’ve had to catch up to their younger counterparts when it comes to the digital landscape. They are also in a better position financially than Millennials and Gen Z and thus have more to lose online.

Conversely, are less confident but more cautious. They have lived much of their lives online. This confidence and perception of themselves as online experts has created a blind spot when it comes to the reality of their behavior.

GEN Z + MOST MILLENNIALS

Not surprisingly, GEN Z LEADS THE PACK WHEN IT COMES TO CREATING STRONGER PASSWORDS FOR SOCIAL MEDIA AND ENTERTAINMENT ACCOUNTS.

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Password managers can provide an easy way to bridge the gap between perceived and real safety online, transforming your knowledge into positive action.

A password manager empowers you to:

- Digitally store sensitive credentials, secure notes, and data
- Create, edit, and update unique passwords
- Share credentials with those you trust to streamline access
- Protect your online accounts with strong passwords

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Respondent profile: Surveyed 3,750 employed individuals with multiple online accounts from the US, UK, Germany, France, India, Singapore, and Australia.

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