are the least 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 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. Conversely, they are less confident but more cautious. 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.

Not surprisingly, GEN Z LEADS THE PACK WHEN IT COMES TO CREATING STRONGER PASSWORDS FOR SOCIAL MEDIA AND ENTERTAINMENT ACCOUNTS. NO GENERATION IS IMMUNE TO PASSWORD MISHAPS. Gen Z is the most assured generation when it comes to their password management skills while also being the biggest offenders. Password managers can provide an easy way to bridge the gap between perceived and real safety online, transforming your knowledge into positive action. With over 1 billion sites secured, 33 million users, and 100,000 Business customers, LastPass makes online security simple. Get LastPass today.

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