Knowledge workers have a false sense of security.

Respondents are highly confident in their current password management methods...

...and the majority believe that unique passwords are a hallmark of good password hygiene both at work and at home.

Yet...

...create stronger passwords for their work accounts.

...and the majority know that unique passwords are a hallmark of good password hygiene both at work and at home.

Knowledge workers aren’t relying on memory to manage their passwords as much (good!) but are increasingly using variations of the same password (bad!).

69% would create stronger passwords for their financial accounts.

52% for their email accounts.

32% for social media accounts.

High confidence doesn’t translate to better behavior. In fact, it may even create a false sense of safety that is detrimental to good password hygiene.

Just like their work accounts, creating strong credentials depends on account type:

69% would create stronger passwords for their financial accounts.

52% for their email accounts.

32% for social media accounts.

In their quest to make password management as easy as possible, respondents are switching from one bad habit to another.

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

Using a password manager for your business provides:

Integration with existing technology

Unrestricted collaboration by sharing credentials

Simple and convenient password creation

Streamlined collaboration by securely sharing credentials

For a limited time, get LastPass for free.

Get LastPass today.

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

With over 1 billion sites secured, 33 million users, and 300,000 business customers, LastPass makes online security simple.

LastPass makes online security simple.

Get LastPass today.