

The United States of P@ssw0rd\$



Google / Harris Poll | October 2019

When it comes to password maintenance, Americans are still struggling



75%

of respondents get frustrated trying to keep track of their passwords

To recognize **Cybersecurity Awareness Month** — and acknowledge the fact that password creation and management is hard — Google is announcing new capabilities that make it easier than ever for people to create, remember, and save their passwords, and know whether any have been compromised.

To make it easy on themselves, Americans are choosing basic passwords and using personal information that is easy to guess as inspiration

24%

Americans have used the following common passwords, or some variation:

- abc123
- Password
- 123456
- Iloveyou
- 111111
- Qwerty
- Admin
- Welcome

59%

U.S. adults have incorporated a name or a birthday into their password to an online account

33%

A pet's name

22%

Their own name

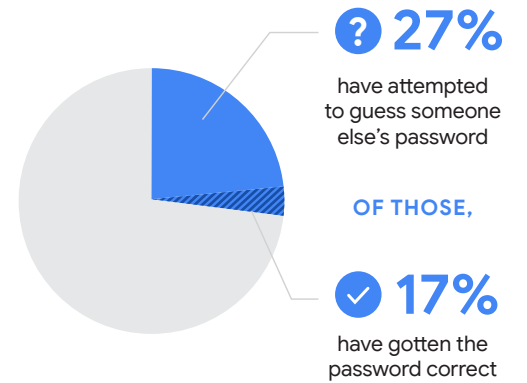
15%

Spouse or partner's name

14%

Child(ren)'s name

Easy-to-guess passwords put Americans' online data at risk by making it easy for a hacker (or someone they know!) to gain access to their accounts. Speaking of guessing...



Does your ex still have your password? Maybe if they're in California.

1 in 10

Californians still have access to a password belonging to an ex-partner or a former roommate or colleague, almost double the national average (6%)

Hang loose. Hawaiians tend to be more trusting.

50%

have an active password for someone else's account, and slightly more than half (52%) have shared their password with someone else



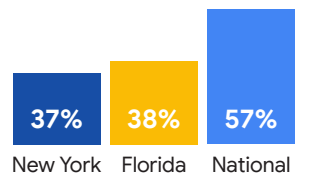
Maine residents are more likely to share their passwords with a family member.

74% vs **59%**
Maine vs National

of those who have shared passwords have shared them with a family member

New Yorkers and Floridians hold their passwords close.

When it comes to sharing with significant others in particular, residents of these states are much less likely to share their passwords.



Sharing is caring, but not when it comes to your account security... still, this practice is common

43% have shared their password in the past with someone else, including:

22%

have shared their password for a TV or movie streaming service

20%

have shared their email account password

17%

have shared their password for their social media accounts

17%

have shared their password for their online shopping accounts

DESPITE 57%

of password-sharers saying they share their passwords with their significant others,



ONLY 11%

report changing their password after a breakup

Americans' attitude toward additional practices to securing their passwords: "Thanks, but no thanks."

37%

use two-factor authentication

34%

change their passwords regularly

15%

use a password manager

36%

keep track of passwords by writing them on a piece of paper

66%

use the same password for more than one online account

Many Americans are sacrificing security for convenience, and these habits ultimately result in:

4 in 10

Americans say their personal information has been compromised online

47%

of those whose information has been compromised lost money due to the compromise, including 12% who lost more than \$500

38%

report losing time because of a data breach



Still, less than half of Americans (45%) would change their password to an online account following a data breach

