

LastPass...|

Knowledge workers have a false sense of

**PASSWORD** |

security.

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

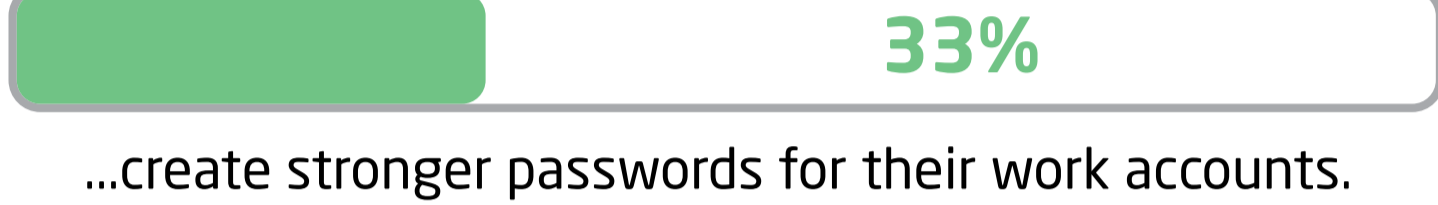
**73%** would rate them as safe

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

**89%** know that using the same password or variation is a risk.

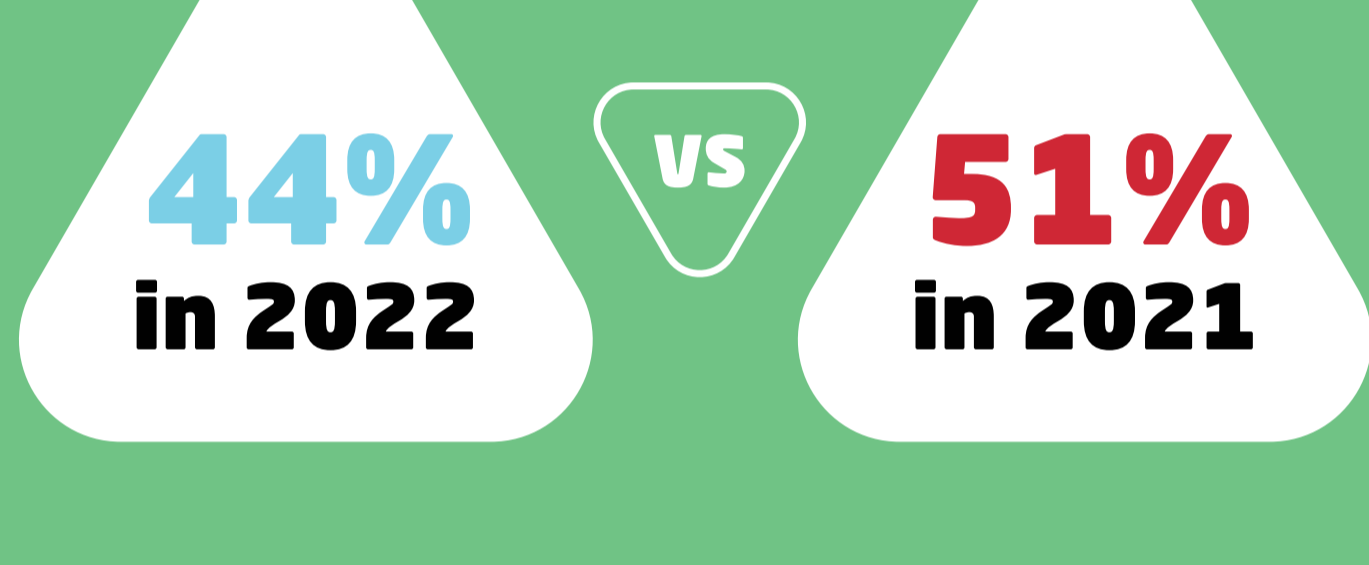


**Yet...**



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

Memory:



Variation of the same password:



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

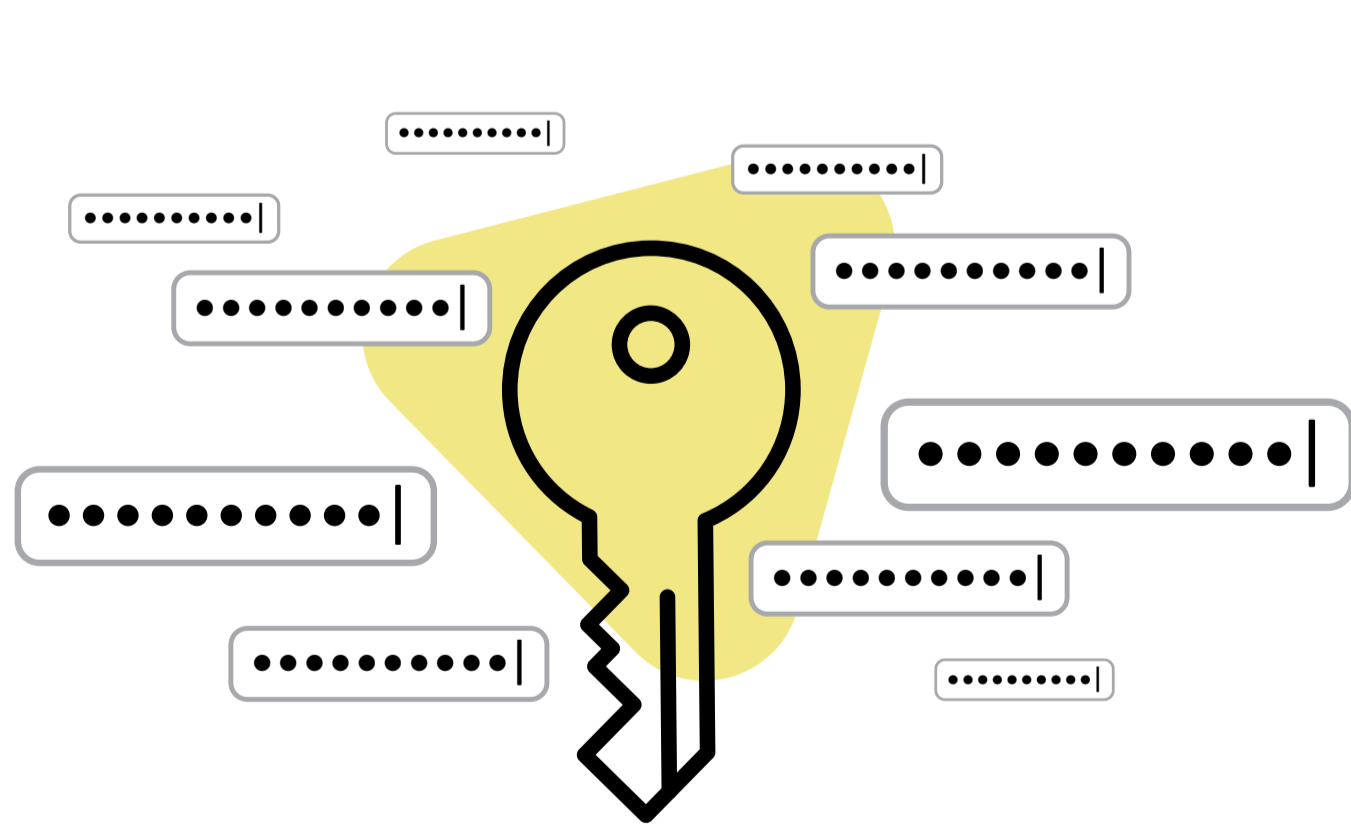
**69%** would create stronger passwords for their financial accounts

**52%** for their email accounts

**32%** for social media accounts

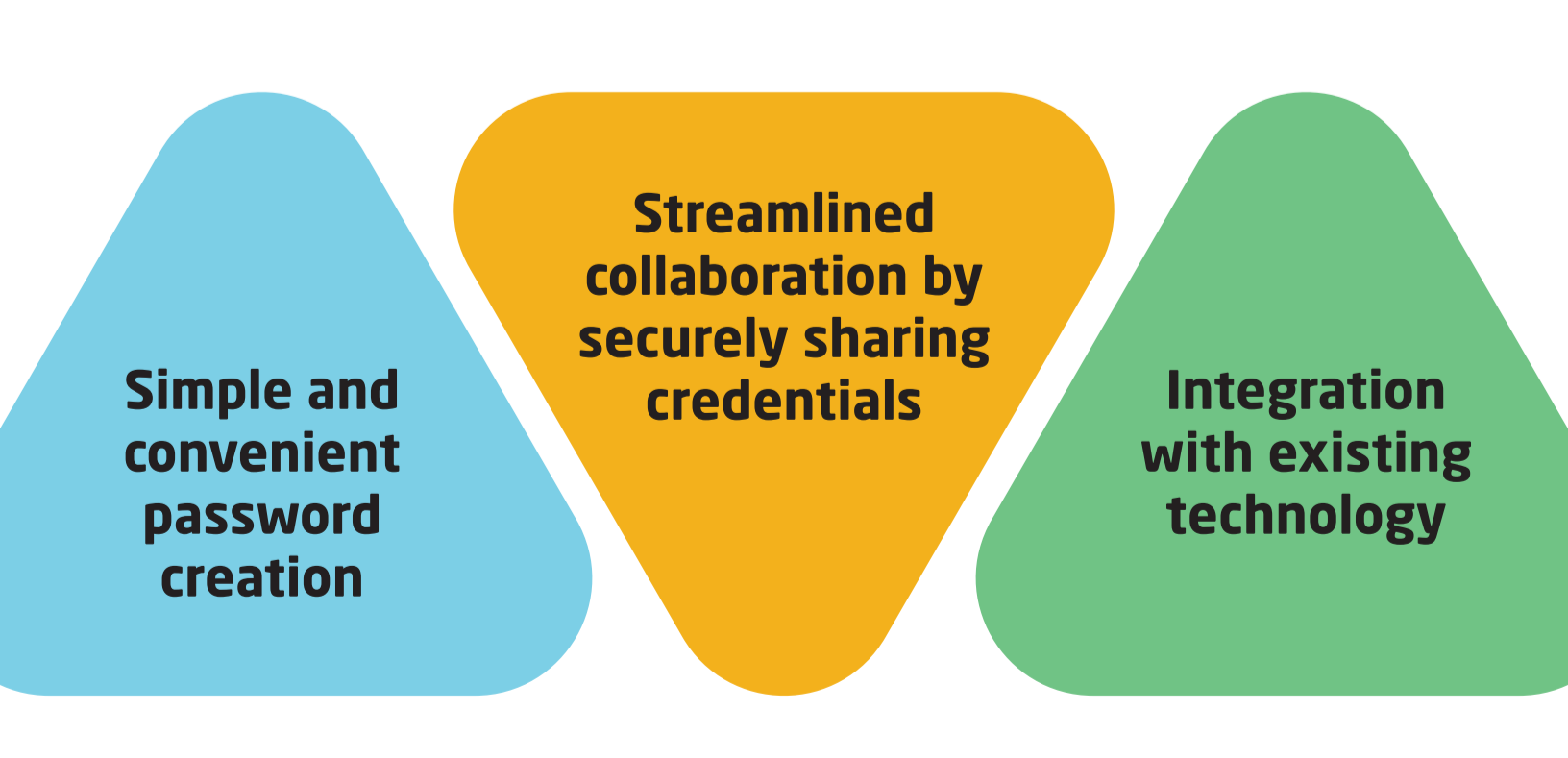
High confidence doesn't translate to better behaviour. In fact, it may even create a false sense of safety that is detrimental to good password hygiene.

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:



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.