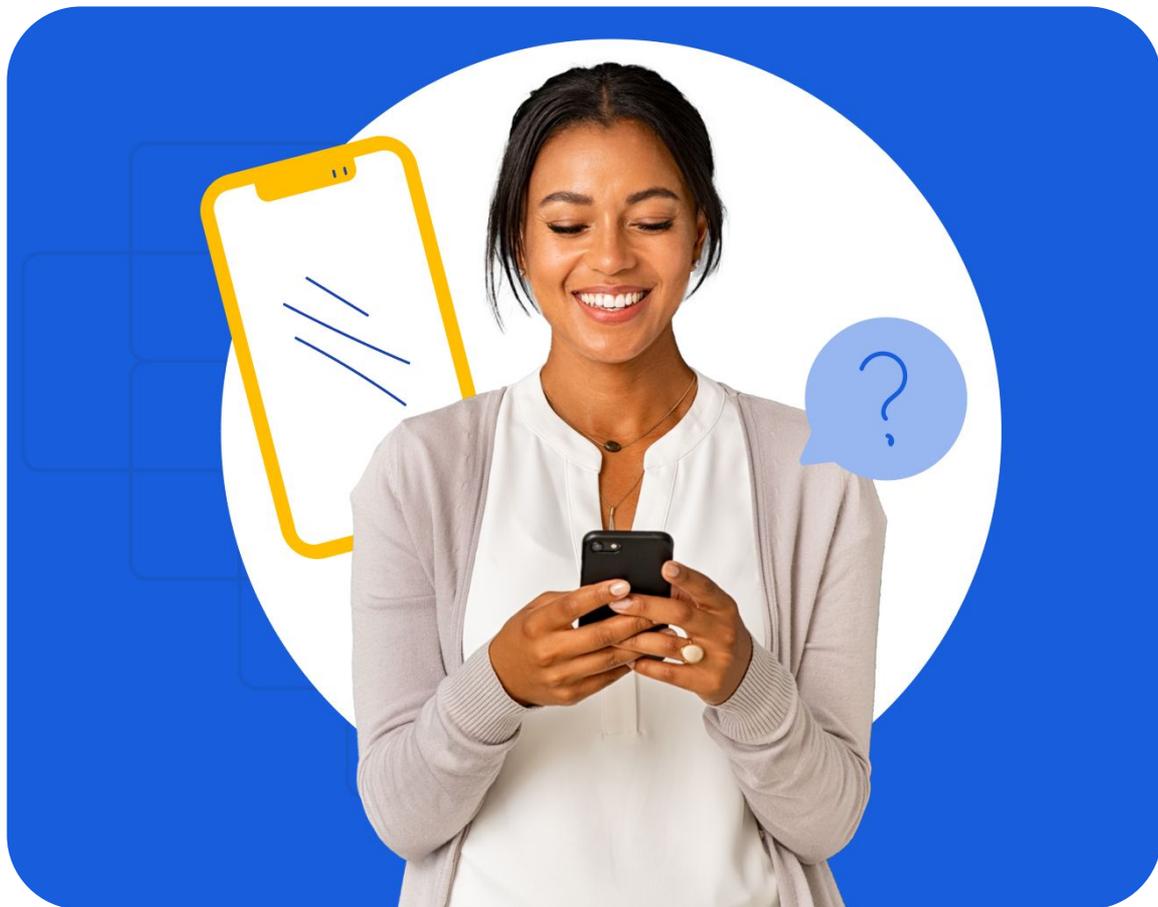


World Password Day

Global Survey 2025



 **bitwarden**



01

Password security habits

across generations

02

Emotions around
passwords

Survey demographics

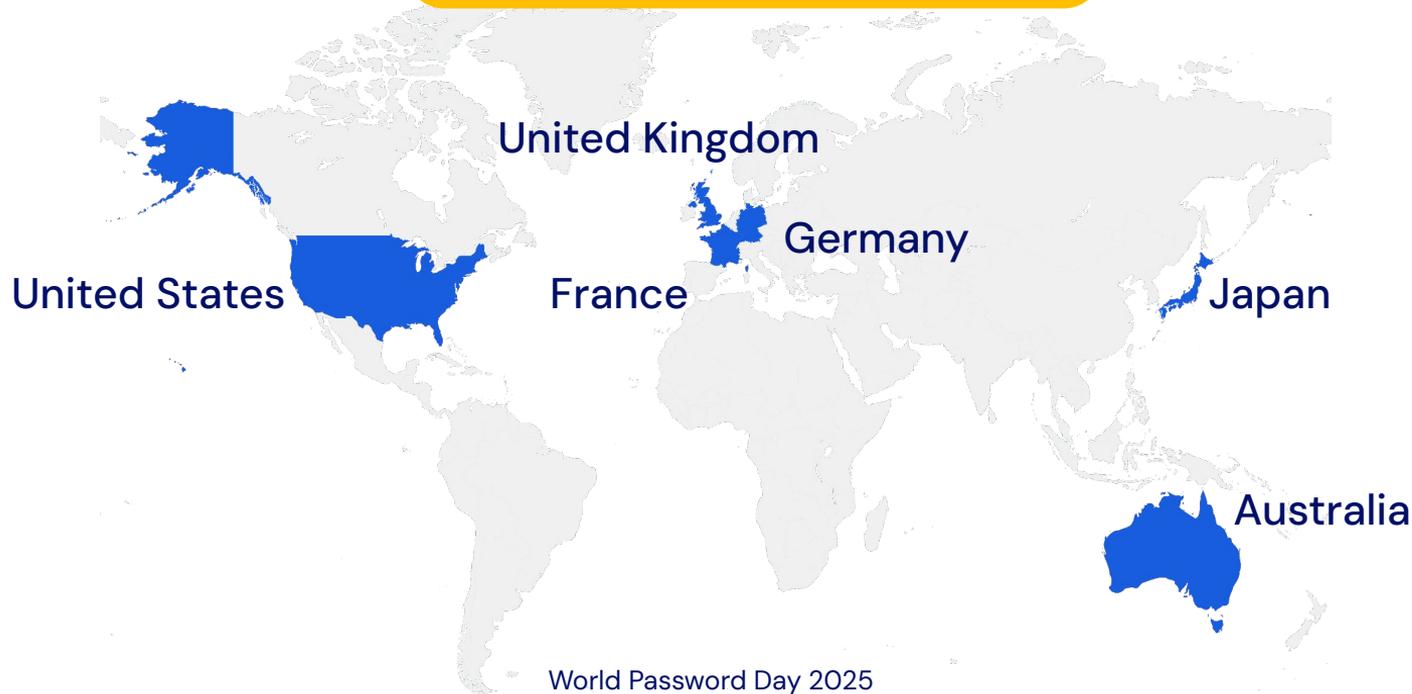
For the fifth annual World Password Day survey, Bitwarden partnered with ResearchScape to conduct a global survey of 2,300 working adults across the United States, the United Kingdom, Australia, France, Germany, and Japan.

The findings shed light on generational trends in password habits and ongoing gaps in online security behavior.



Six countries globally

Over 2,300 respondents worldwide

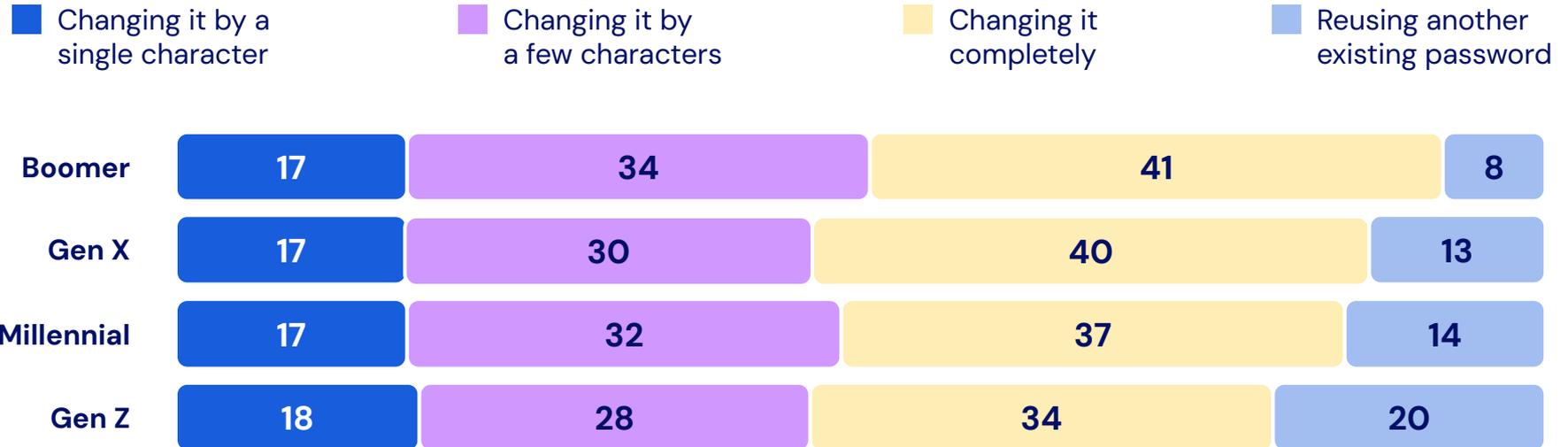


Password security habits

across generations

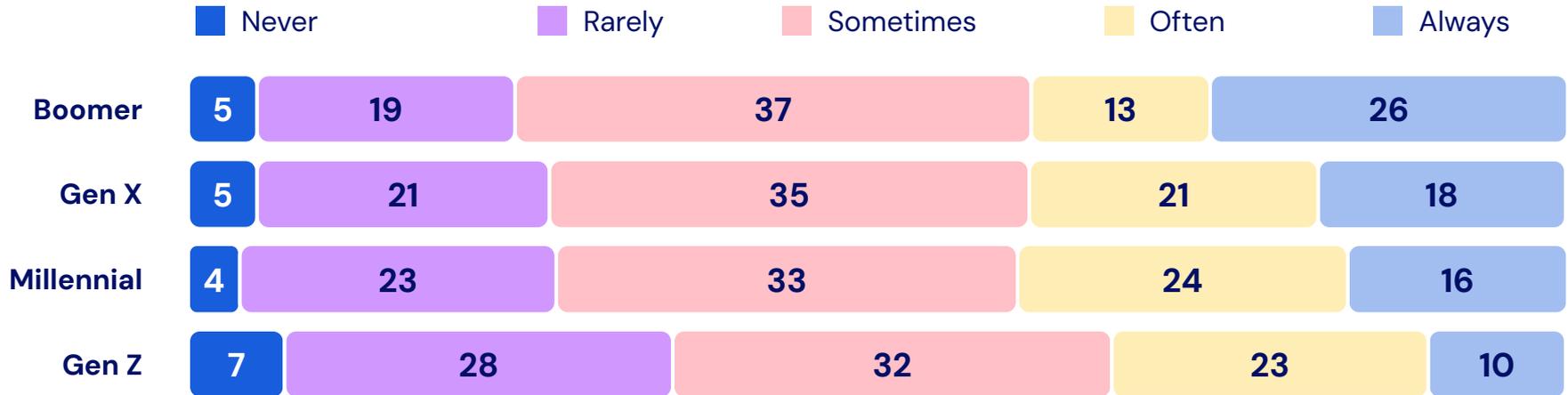
Gen Z could learn a thing or two from Boomers – 41% completely change their passwords when prompted, versus just 34% of Gen Z. Still, 62% across all generations opt for less secure updates or reused passwords.

Q: When prompted to change my password, I often alter my password by...



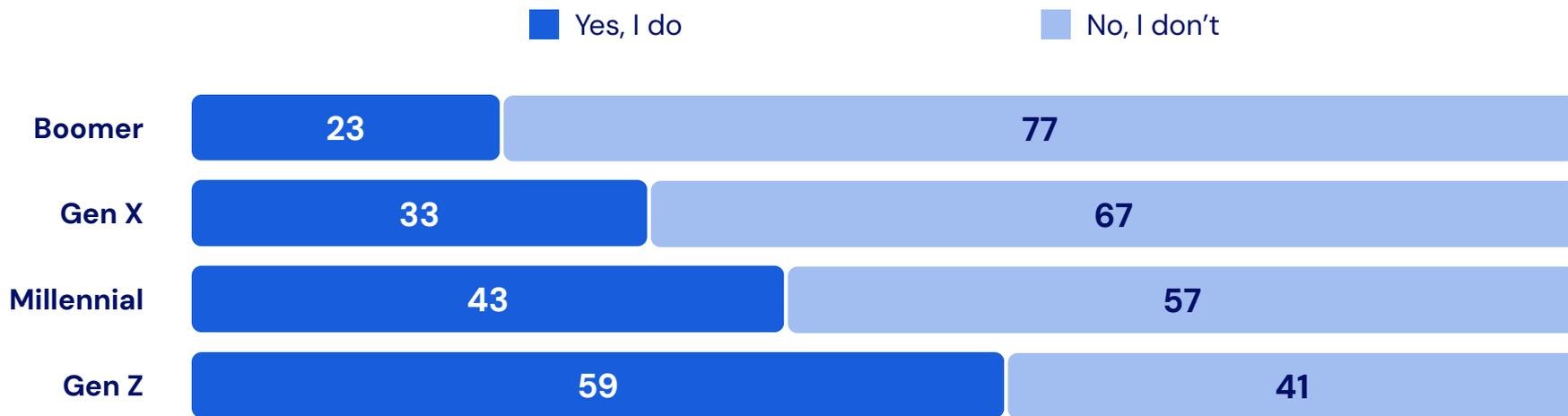
35% of Gen Z never or rarely update passwords after a data breach, the highest of any generation

Q: How often do you update your passwords after a data breach at a company you have an account with?



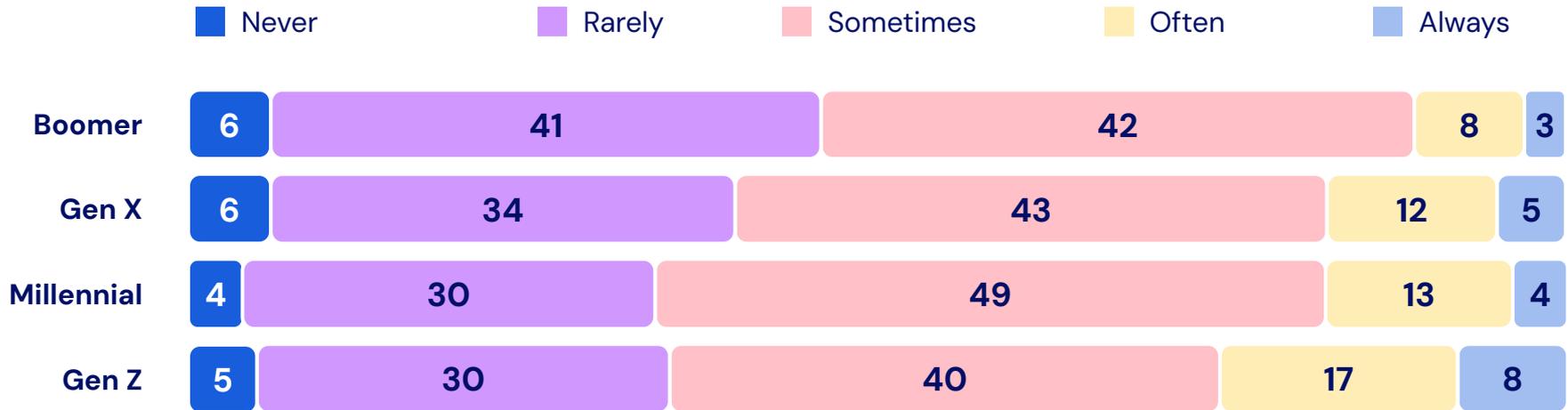
Cautionary wisdom increases with age – 59% of Gen Z reuse an existing password after a data breach, compared to 43% of Millennials and just 23% of Boomers

Q: Do you reuse an existing password when you update an account with a company that has had a data breach?



Forgetful or overwhelmed? Gen Z is most likely to forget their passwords or rely on the password reset function to access an account

Q: How often do you rely on the password reset function to access an account?



Gen Z and Millennials are the most likely to share passwords, but only 13% and 11% respectively, use a password manager for secure sharing when they do

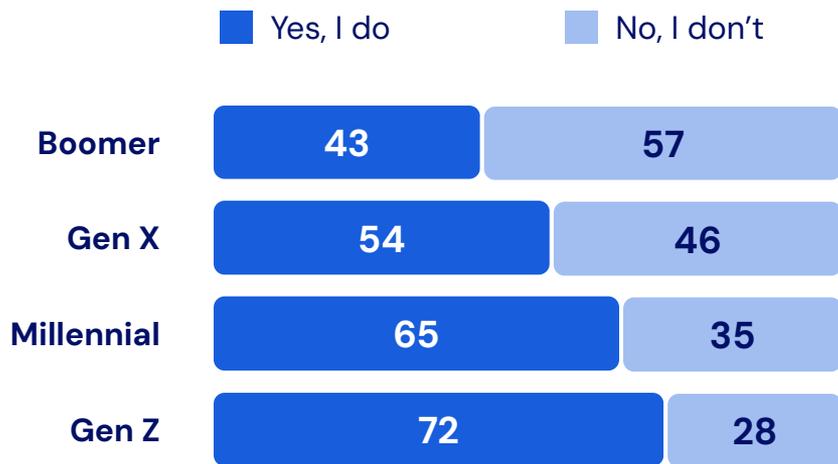
Q: What is the primary means you use for sharing a password with a friend, colleague or family member?



Emotions around passwords

Knowing isn't the same as doing: Despite 79% acknowledging that they believe password reuse is risky, 59% continue to reuse passwords across generations

Q: Do you reuse passwords?

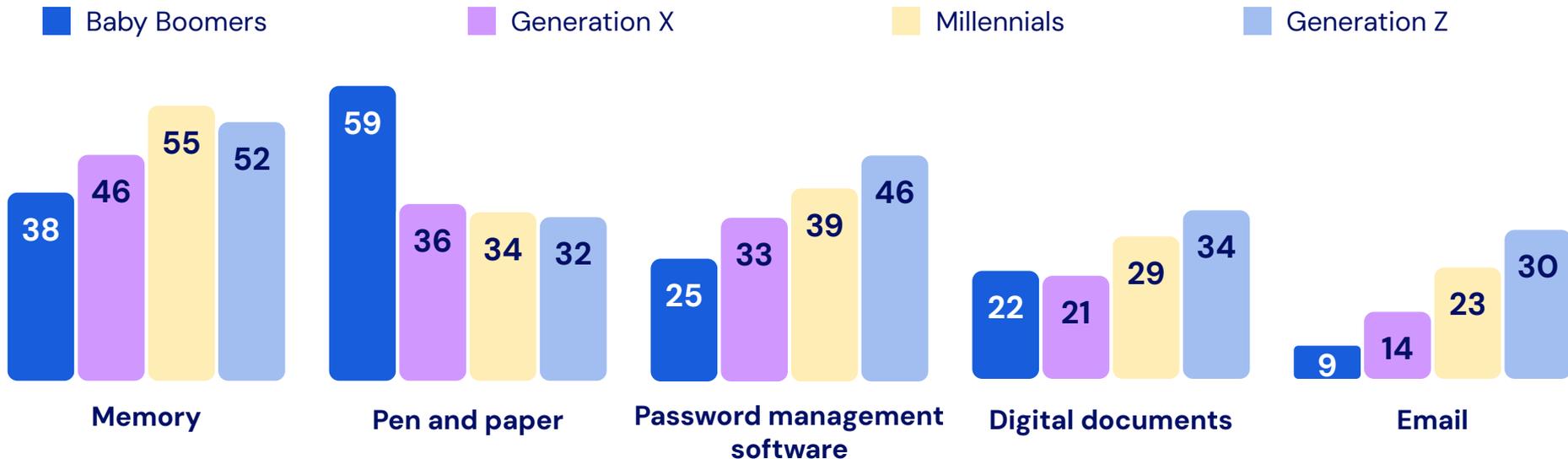


Q: Do you believe reusing the same password across multiple accounts is risky?



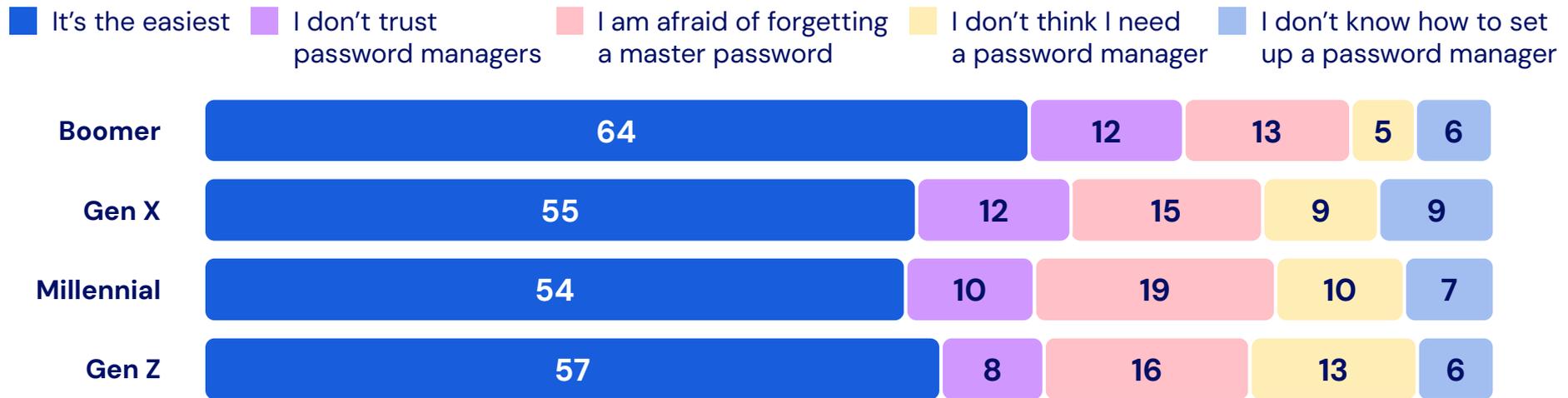
Insecure habits vary: More than half (55%) of Millennials still rely on memory to manage their passwords and 59% of Boomers use pen and paper; meanwhile, Gen Z is most likely to use a password manager

Q: How do you manage your passwords at home?



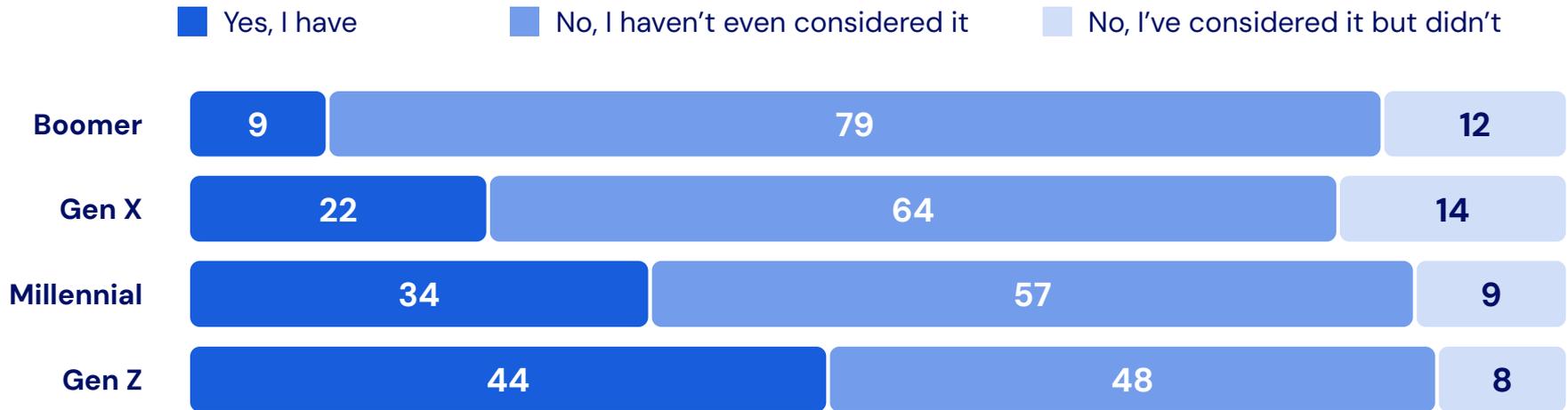
In the prime of their career but lacking prime security: 21% of Gen X don't know how to set up or don't trust a password manager

Q: Why do you choose this approach to password management? (See Slide 14)



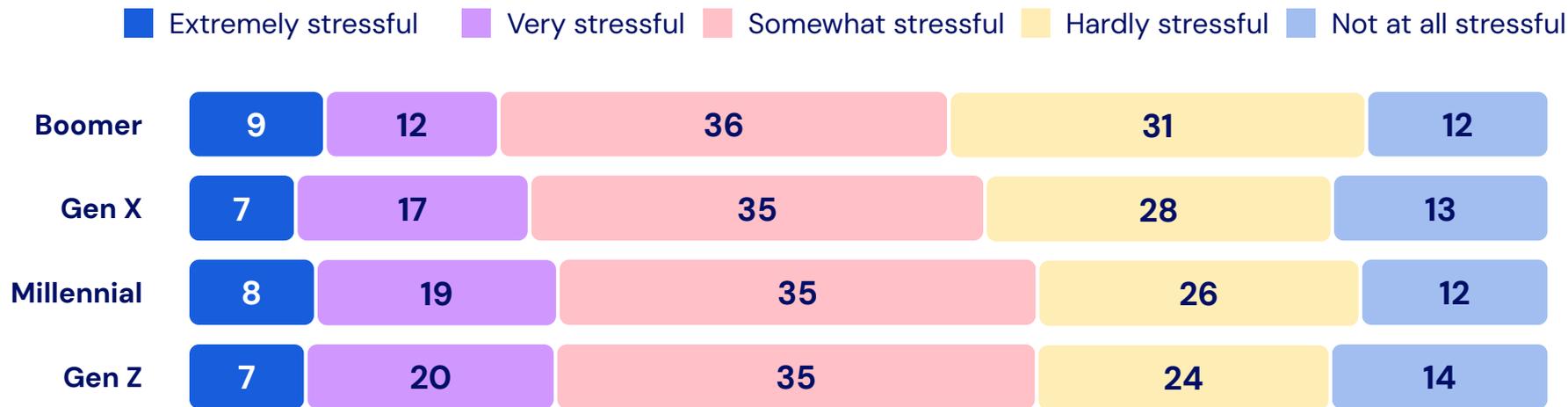
New vector for emotional revenge: 44% of Gen Z and 34% of Millennials admit to changing a streaming password to lock out a friend or family member

Q: Have you changed a streaming service password to remove shared account access for a friend or family member as an emotional response to something they did?



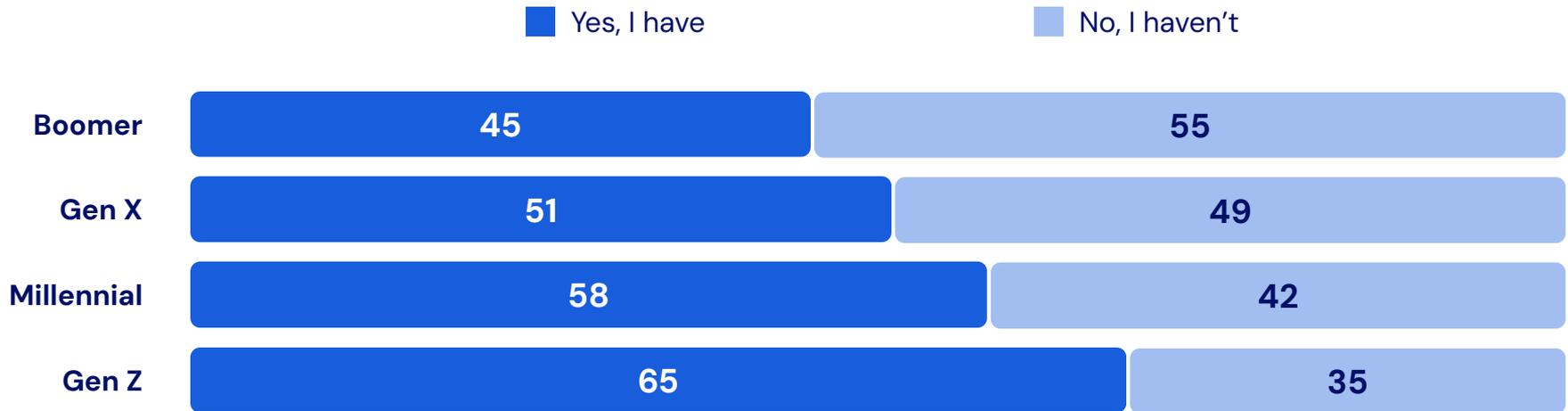
The password struggle is real: 60% find managing passwords at least somewhat stressful

Q: How stressful do you find managing your passwords?



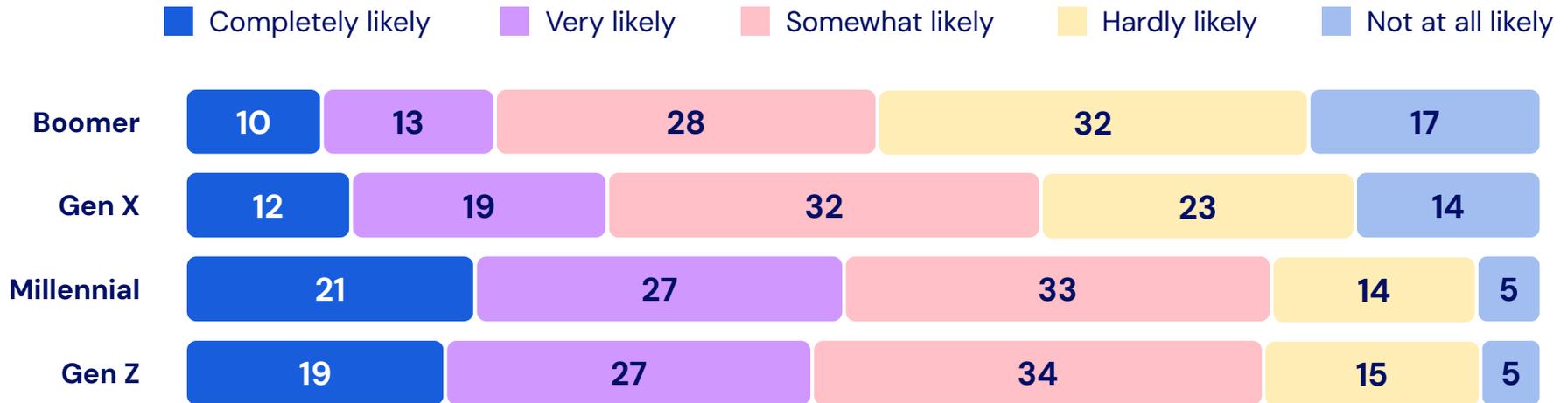
Password frustration fuels account abandonment: More than half (55%) of respondents have abandoned logging into an account because they forgot their password

Q: Have you ever abandoned logging into an account or created a new account because you forgot the password and didn't want to reset it?



Multifactor authentication is more popular than expected – 70% say they're likely to enable it, even when not required

Q: If MFA is not required, how likely are you to enable it?





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