When it comes to password maintenance, Americans are still struggling

75% of respondents get frustrated trying to keep track of their passwords.

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

24% of Americans have used the following common passwords, or some variation:
- abc123
- Password
- 123456
- Iloveyou
- 111111
- Qwerty
- Admin
- Welcome

59% of 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...

- 27% have attempted to guess someone else’s password
- 17% have gotten the password correct

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

Despite 57% of password-sharers saying they share their passwords with their significant others, only 11% report changing their password after a breakup.

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.

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

- 74% vs. 59%

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.

- 37% vs. 38% vs. 57%

Americans’ attitude toward additional practices to securing their passwords: “Thanks, but no thanks.”

- 37% use two-factor authentication
- 34% change their passwords regularly
- 20% use a password manager
- 17% keep track of passwords by writing them on a piece of paper
- 15% use the same password for more than one online account

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