

NO GENERATION IS IMMUNE TO PASSWORD MISHAPS

Each generation could learn from the other when it comes to their confidence in perceived safety versus actual password behaviors.



GEN Z:

Overwhelming confidence, underwhelming behavior

Gen Z is the most assured generation when it comes to their password management skills while also being the biggest offenders.

- Gen Z believes their password methods to be **"very safe."**
- Gen Z is more likely to recognize that using the same or similar password for multiple logins is a risk, alongside Millennials.
- On the other hand, Gen Z is the generation most likely to use memorization to keep track of their passwords.

BABY BOOMERS

are the least assured when it comes to their password management yet are the generation with the best password hygiene.

Baby Boomers are least likely to rate their password tracking methods as **"very safe"**, and more likely to deem them **"neither safe nor risky."**

However, Baby Boomers are the most likely to create unique passwords and the least likely to use the same password or a variation.

When it came to **BREACHES**, proximity drove the younger generations to change their passwords.



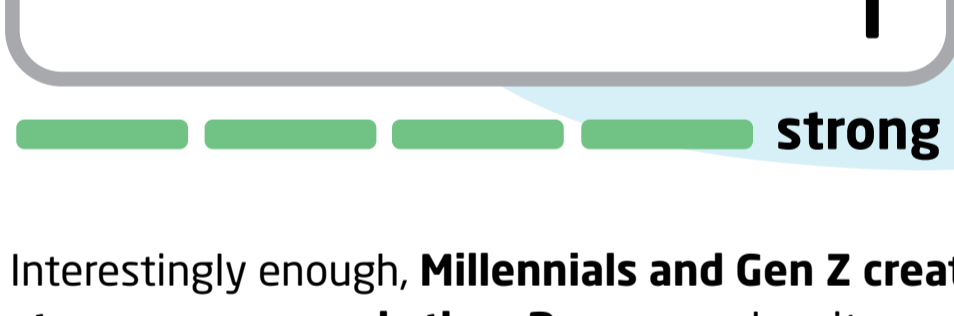
MILLENNIALS + GEN Z

changed their passwords because of personal identity theft or identity theft of someone they know.

BABY BOOMERS

were more likely to change their password in the event of a major bank breach, for example.

Not surprisingly, **GEN Z LEADS THE PACK WHEN IT COMES TO CREATING STRONGER PASSWORDS FOR SOCIAL MEDIA AND ENTERTAINMENT ACCOUNTS**



Interestingly enough, **Millennials and Gen Z create stronger passwords than Boomers** when it comes to their work accounts, though this could also be attributed to many Baby Boomers retiring.

GEN Z + MOST MILLENNIALS

have lived much of their lives online. This confidence and perception of themselves as online experts has created a blind spot when it comes to the reality of their behavior.

BABY BOOMERS

conversely, are less confident but more cautious. They've had to catch up to their younger counterparts when it comes to the digital landscape. They are also in a better position financially than Millennials and Gen Z and thus have more to lose online.



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

A password manager empowers you to:

- Create, edit, and update unique passwords
- Digitally store sensitive credentials, secure notes, and data
- Share credentials with those you trust to streamline access

With over **1 billion** sites secured, **33 million** users, and **100,000** Business customers, LastPass makes online security simple.

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