

OUR PASSWORD HABITS, UNVEILED



89%

of American consumers feel comfortable with their current password habits.



YET 1 IN 5

has had an online account compromised.

WHAT'S REALLY GOING ON BEHIND THOSE ST*RS?

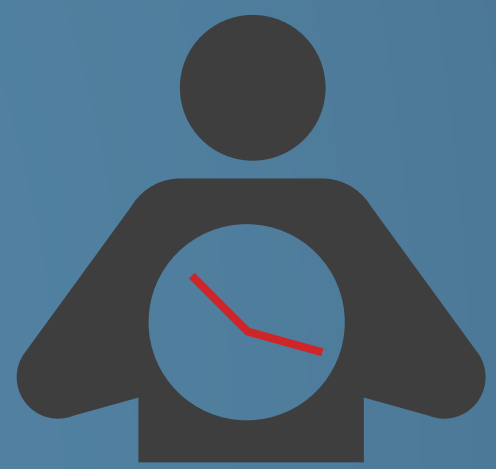
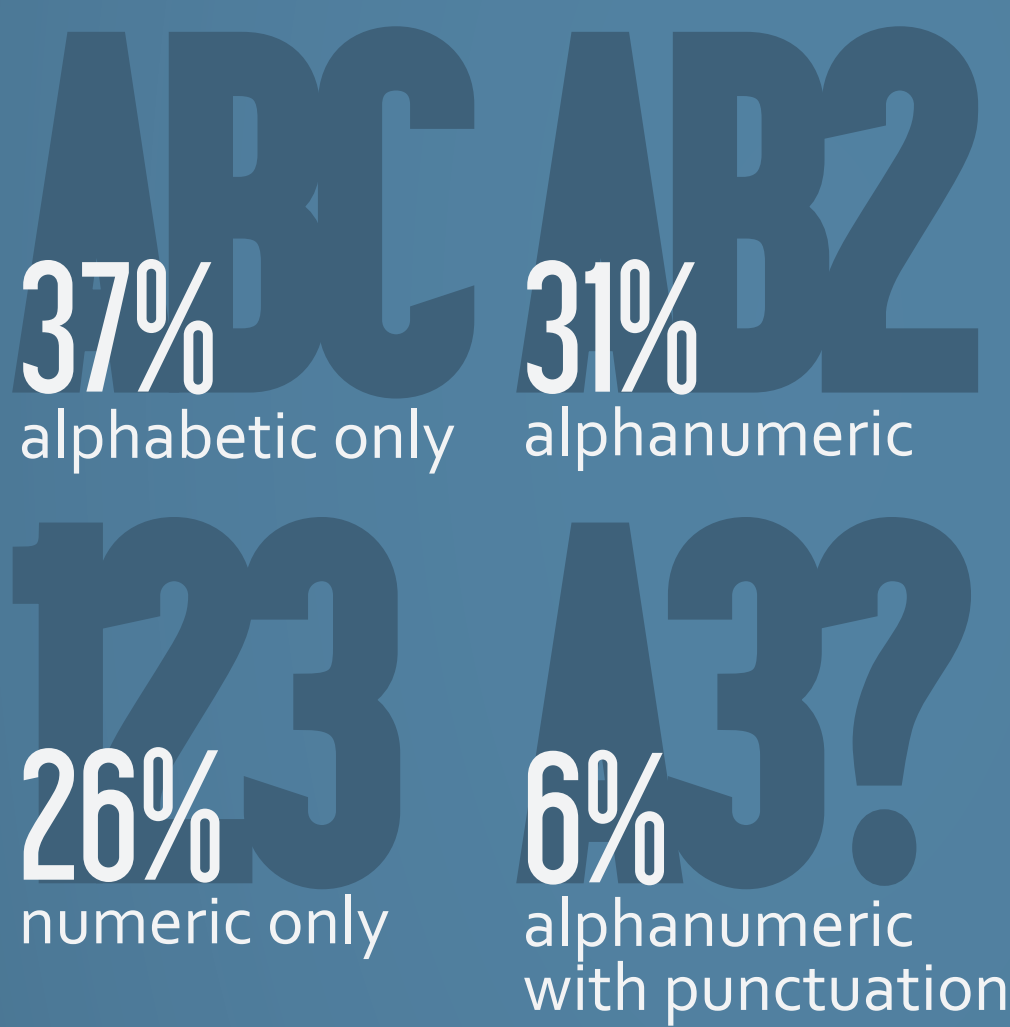


61% of consumers reuse passwords across multiple websites.

44% of consumers only change their passwords once a year or less.



TYPICAL PASSWORD MAKEUP

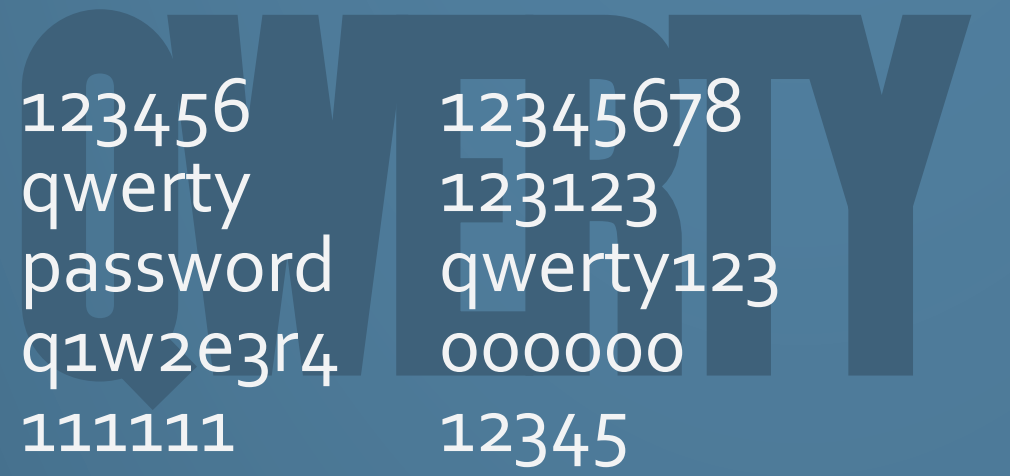


TIME IT TAKES A HACKER TO CRACK YOUR PASSWORD

- dietcoke
instantly
- dig3tcoke
11 minutes
- dig3tcoke!
6 days
- ilikedig3tcoke!
125,000 years
- ilikedig3tcokealot!!
2 quadrillion years

LESSON LEARNED:
Use a long alphanumeric password with punctuation

MOST COMMON PASSWORDS ARE DOMINATED BY NUMERICAL & KEYBOARD PATTERNS



EMBARRASSING PHRASES OFTEN MAKE IT INTO OUR FAVORITE PASSWORDS

- iamtheboss
 - sexywife
 - newjob
 - beer
 - wifepics
- THINK ABOUT IT:**
If your account was leaked to the public, would you be embarrassed by your password?

STRENGTH OF OUR TYPICAL PASSWORDS



BE SMARTER WITH YOUR PASSWORDS.

For more information on how to keep your business safe from all of us with poor password habits, visit www.csid.com/LINK.

3% VERY WEAK
64% WEAK
33% GOOD
0% VERY GOOD

SOURCES

CSID Consumer Survey: Password Habits (2012)
CSID CyberAgent Statistics (2012)
<http://howsecureismypassword.net/>

