2021

Password Decisions Survey

IT decision makers shed light on enterprise password management

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About the survey

In December 2020, Bitwarden partnered with Propeller Insights to poll 405 independent U.S.-based IT decision makers across a wide range of industries, who play a key role in enterprise purchasing decisions.

The findings illustrate 3 big themes:

- Employees want their employers to make decisions for them, specifically to mandate the use of an enterprise-wide password manager
- Even IT decision makers struggle with adhering to security best practices at work
- IT decision makers favor two-factor authentication for its effectiveness and versatility

Respondent Demographics

46%
Director within their organization

35%
C-level Executive

49%
Age 35-44

80%
Sole decision maker

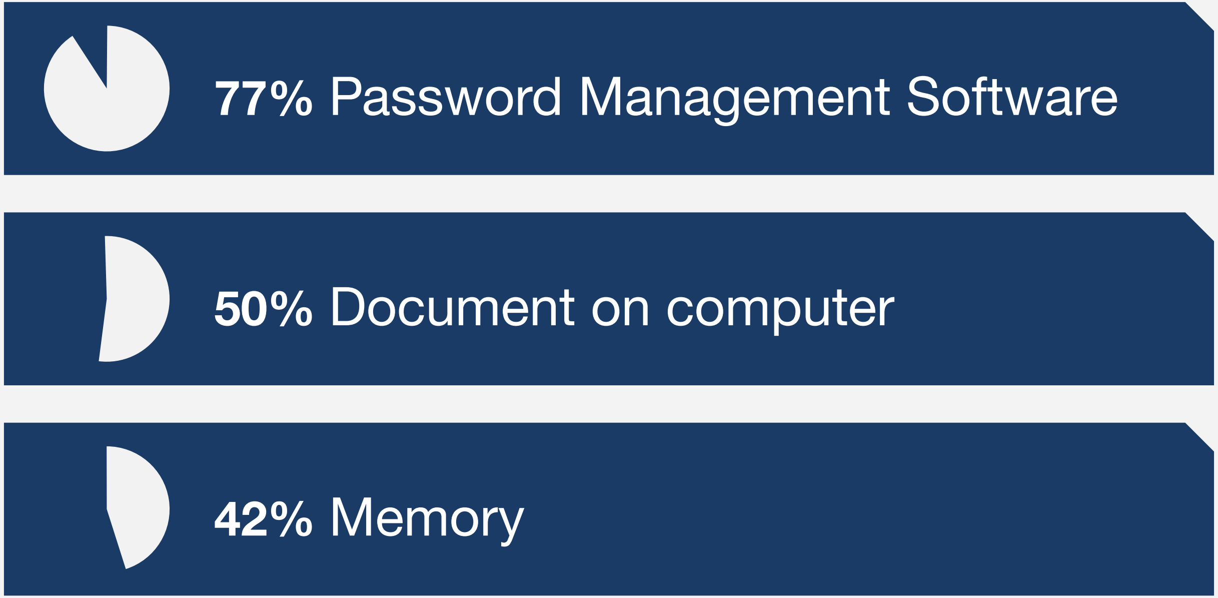
Industries

24%	Information Technology
20%	Science / Tech
11%	Manufacturing
7%	Finance / Insurance

Password practices at work

IT decision makers see value in password managers

How do you manage passwords for websites, apps, and services at work?



77% Password Management Software

50% Document on computer

42% Memory

77% of respondents choose to use a password manager whether their company mandates them or not. However, respondents are still saving passwords using unsecure methods, such as documents and notepads.

Employers are prioritizing password security

77%

of employers

require employees to use an enterprise-wide password manager

80% want mandated password practices

IT decision makers want their employer to mandate use of an enterprise-wide password manager

It leaders identify the usefulness and effectiveness of password managers, but need help from their organizations to implement company-wide rollouts and emphasize the importance of keeping data secure.

Potential reluctance to using a password manager

50%

Lack of motivation or time

44%

Cost

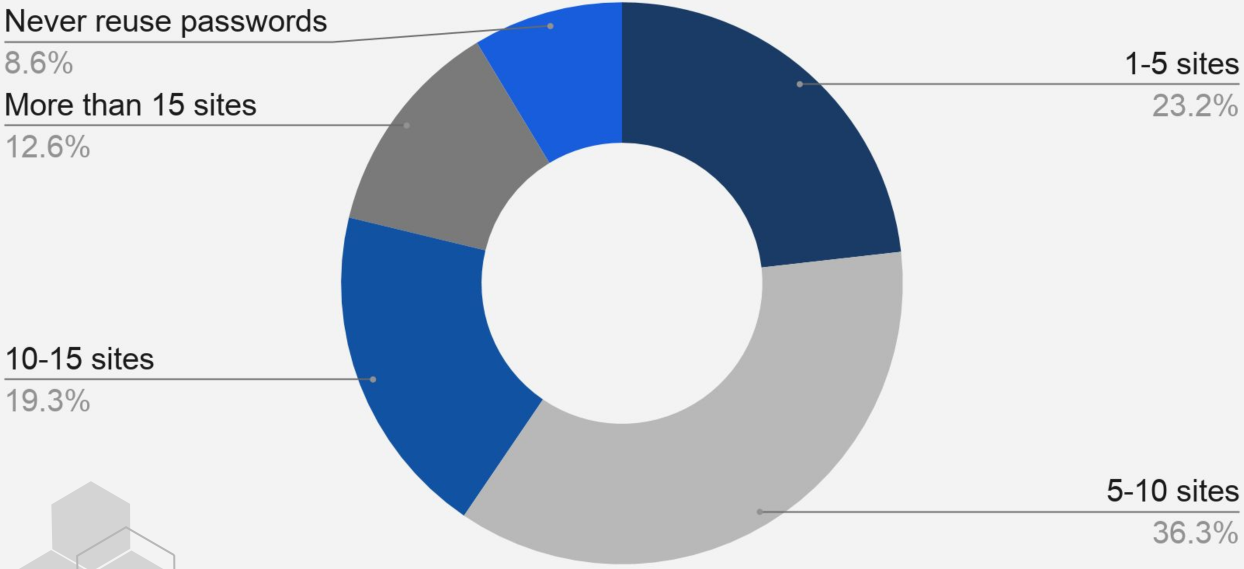
35%

Not always easy to use

IT decision makers cite the top three reasons people may be reluctant to use a password manager.

While time constraints are understable, recovering from a data breach or identity theft is much more time-consuming.

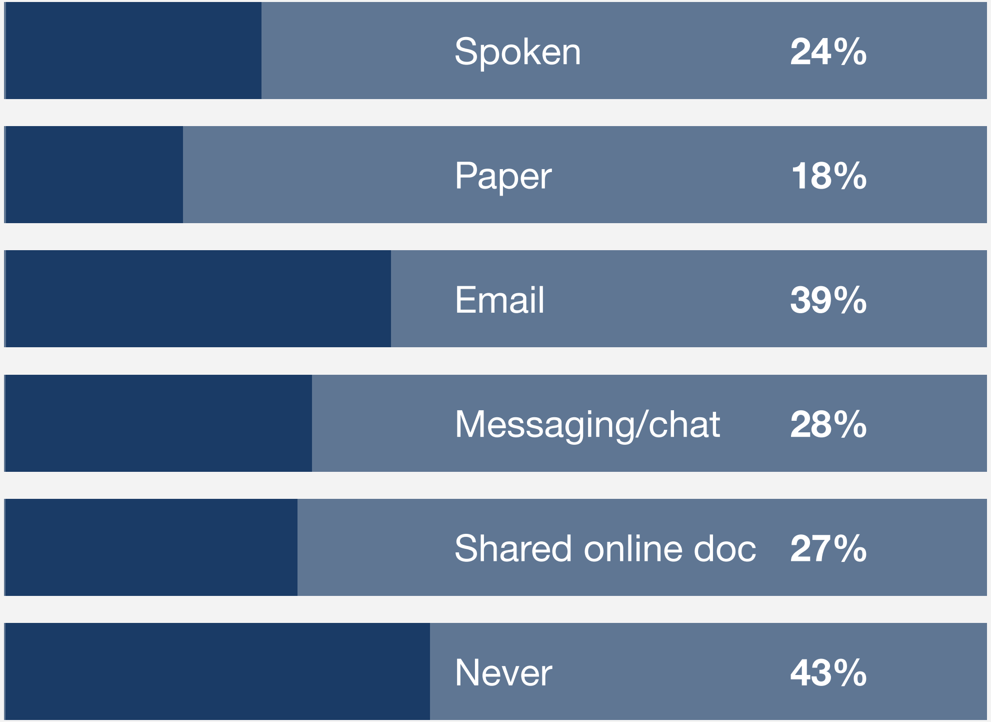
Password reuse unfortunately continues



Many studies have shed light on the risky consumer habit of reusing passwords.

Unfortunately, this also extends to IT pros. Only 8.6% say they never reuse passwords.

Methods of sharing passwords within teams



Despite knowing the risks, many IT decision makers say they share company passwords with colleagues through unsecure methods.

Top 3 attributes of a good **password manager:**

67% Security (strong encryption and subject to 3rd-party audits)

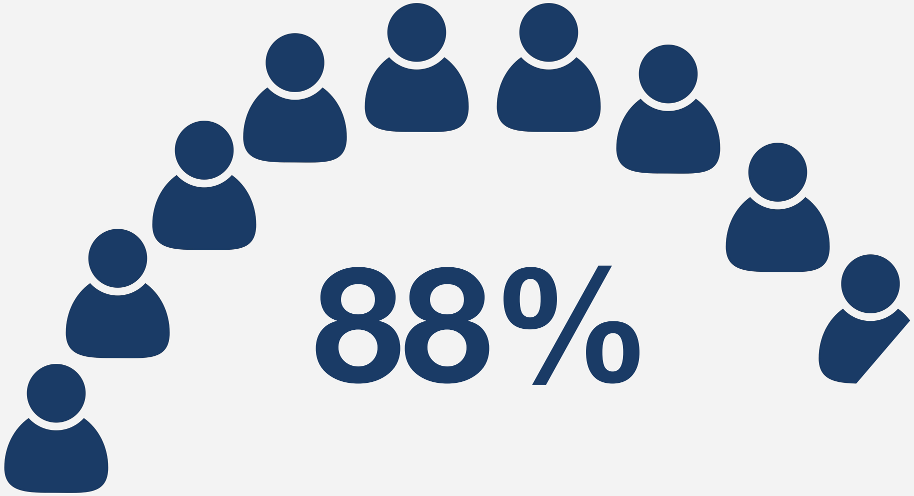
55% Ease of use

53% Operates across many devices and platforms

Technologies in use

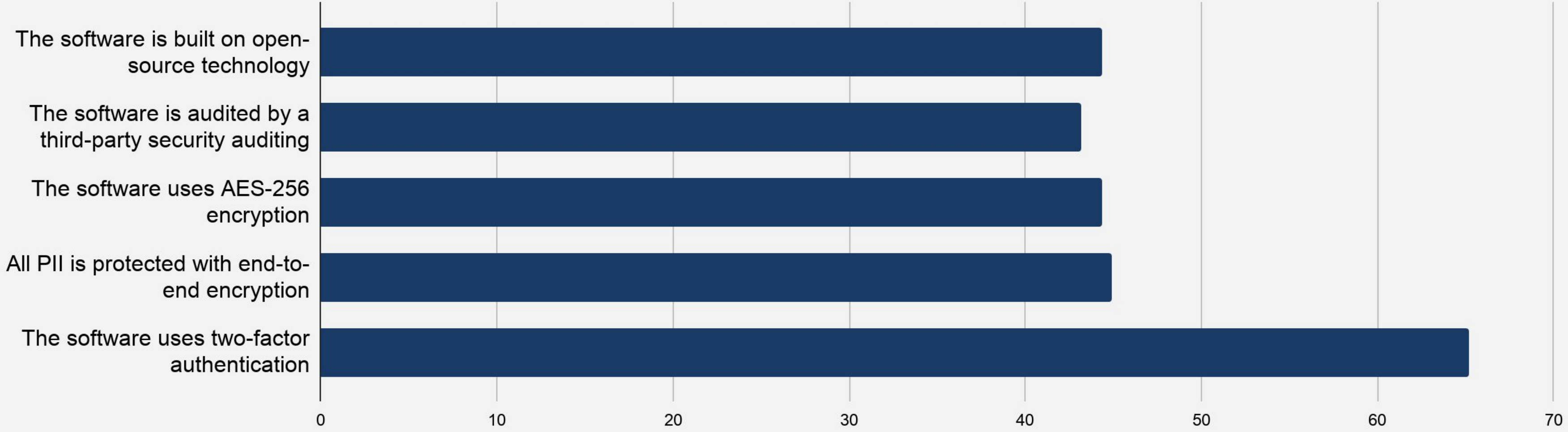
2FA remains pervasive in the workplace

Among IT decision makers, 88% claim two-factor authentication use in the workplace, highlighting adoption of the approach across consumer and business applications.



Two-factor authentication fosters confidence

Which of the below measures would make you confident the software you're using is secure? Please select all that apply.



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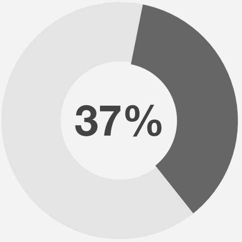
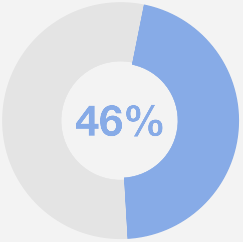
Potential reluctance to using two-factor authentication

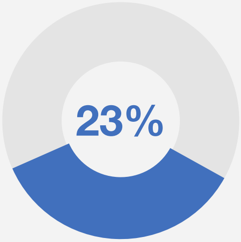
But IT decision makers cite lack of motivation, time, and education as to why general consumers may be reluctant to implement.



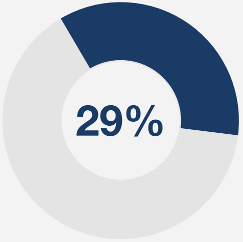
It slows down workflow



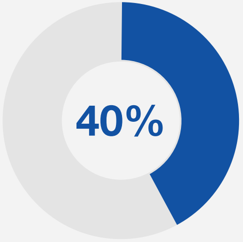
Lack of motivation/time to implement



I don't think 2FA is necessary my password is strong enough

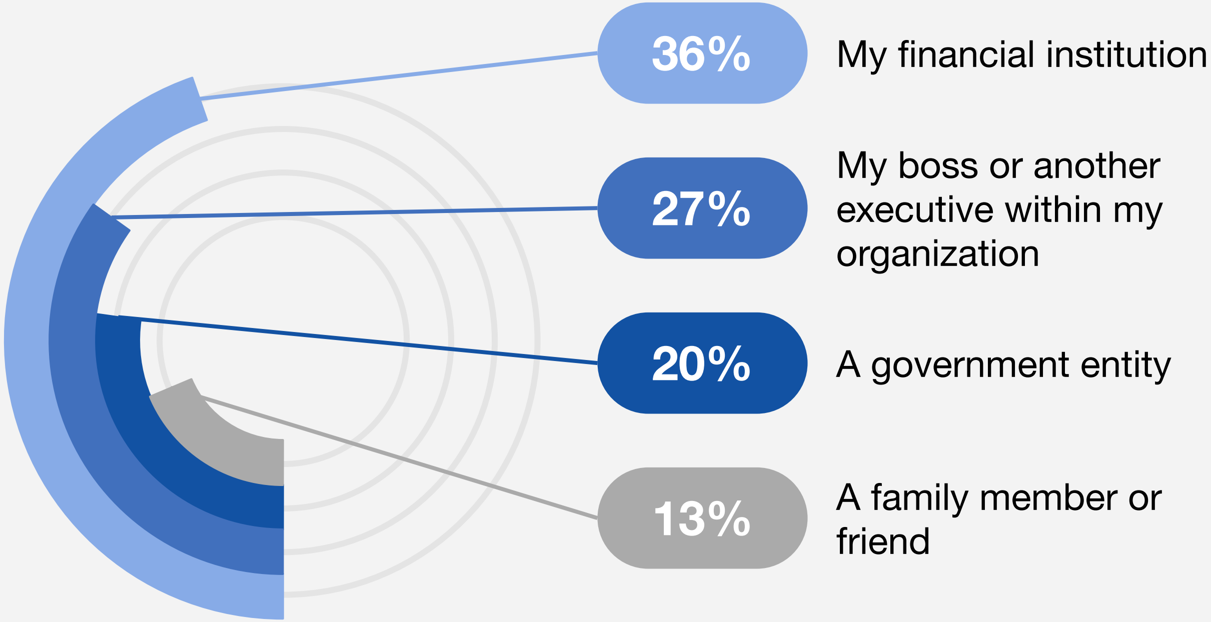


Overall I think it is very unlikely my password will get hacked



I don't think people are aware of the benefits of 2FA

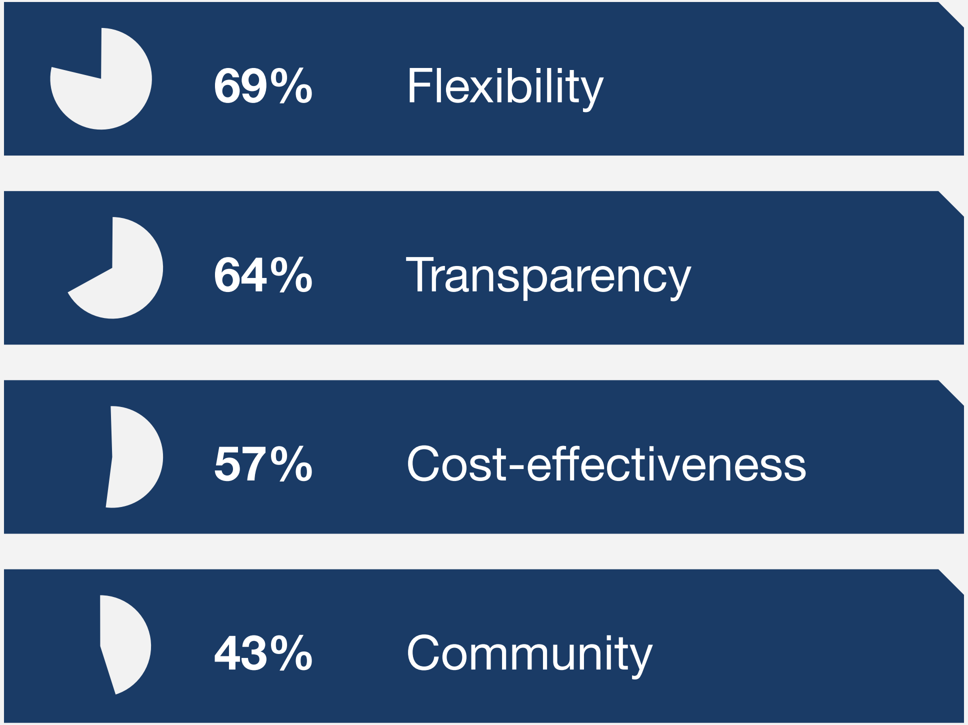
Phishing attempts are on the rise



It leaders report that recent attacks appeared to come from a financial institution or executive within their organization.

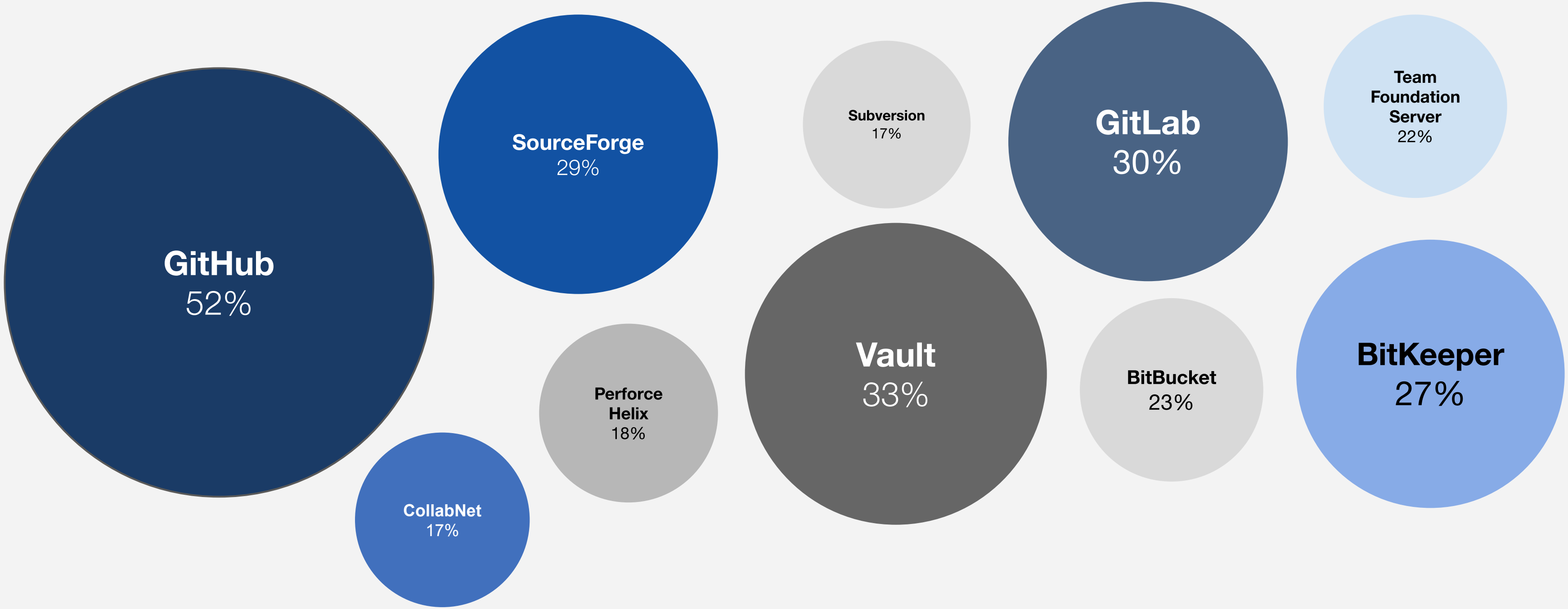
Combating these attacks is possible with the right strategies, which should include 2FA.

Leading benefits of using open-source technology



69%	Flexibility
64%	Transparency
57%	Cost-effectiveness
43%	Community

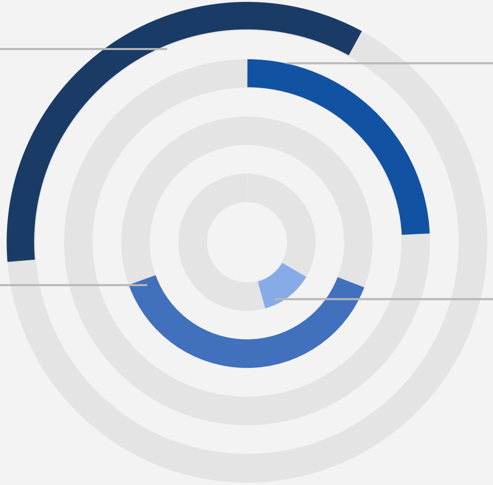
Code repositories used by IT decision makers



Driving confidence in zero-knowledge encryption

Service providers should offer proof of technologies such as IAM, encryption, MFA, and permissions to demonstrate zero-knowledge encryption

What would compel you to believe a service provider is actually utilizing zero-knowledge encryption?



32%

They say they are operating on the zero-knowledge principle and their word is enough for me

26%

They explain how they've implemented zero-knowledge encryption

37%

They can demonstrate they've implemented technologies such as identity and access management, encryption, multi-factor authentication, and permissions to operate

5%

I'm skeptical service providers who claim to take a zero-knowledge approach are telling the truth

Zero-knowledge benefits align to anonymity

Service provider inability to access client data is the leading benefit of using a zero-knowledge encryption service

What do you consider the biggest advantage of zero-knowledge encryption? Please select all that apply.

52% The service provider can't decrypt any of my data

43% The risk of data breach is negligible

43% I don't have to worry about security of data during transmission

39% The service provider has no incentive to resell my data to other companies

Read more about the

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bitwarden.com/blog/post/password-decisions-survey-2021