Password decisions survey

2023

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Demographics

43%
C-level Executive

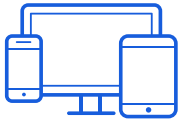
34%
Director

85%
Sole decision maker

46%
Age 35-44

99%
Full-time employee

73%
Bachelors or masters degree



36% Information Technology

15% Manufacturing and Construction

9% Finance/Accounting

8% Science/Programming/Software

5% Health Care

About the survey

In Fall 2022, Bitwarden partnered with Propeller Insights to poll 800 independent IT decision makers across a wide range of industries who play a key role in enterprise purchasing decisions for the third iteration of this survey.

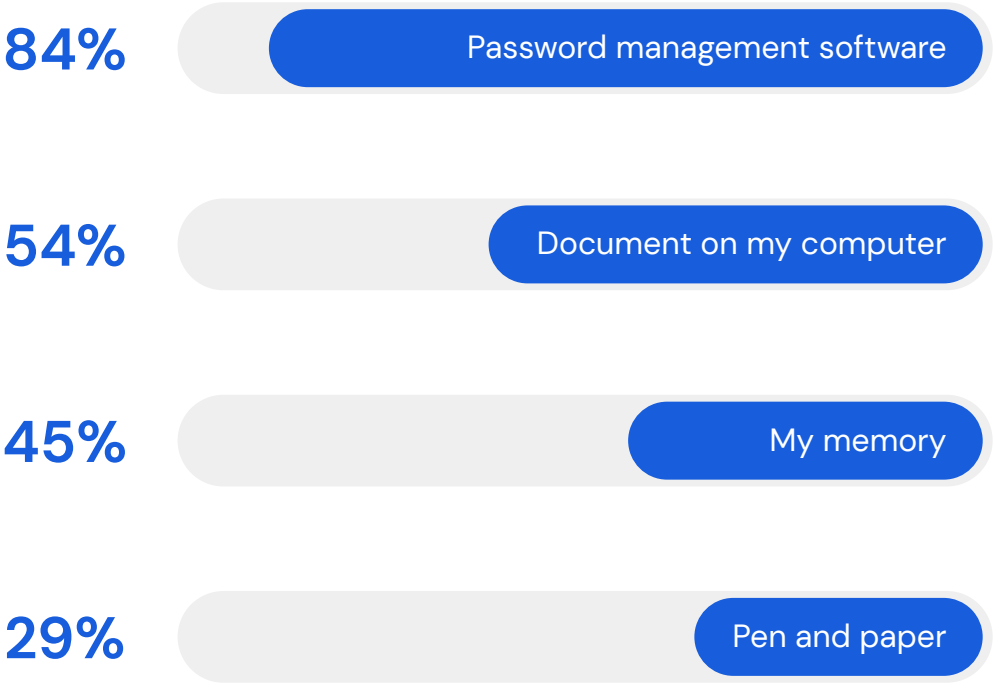
This year's findings show that passwordless technology has made inroads with businesses enthusiastic about its perceived security benefits and improved user experience (UX).

The survey also demonstrates a continued desire for C-suite-driven security leadership and underscores how security concerns are influencing business decisions.

Password habits at work

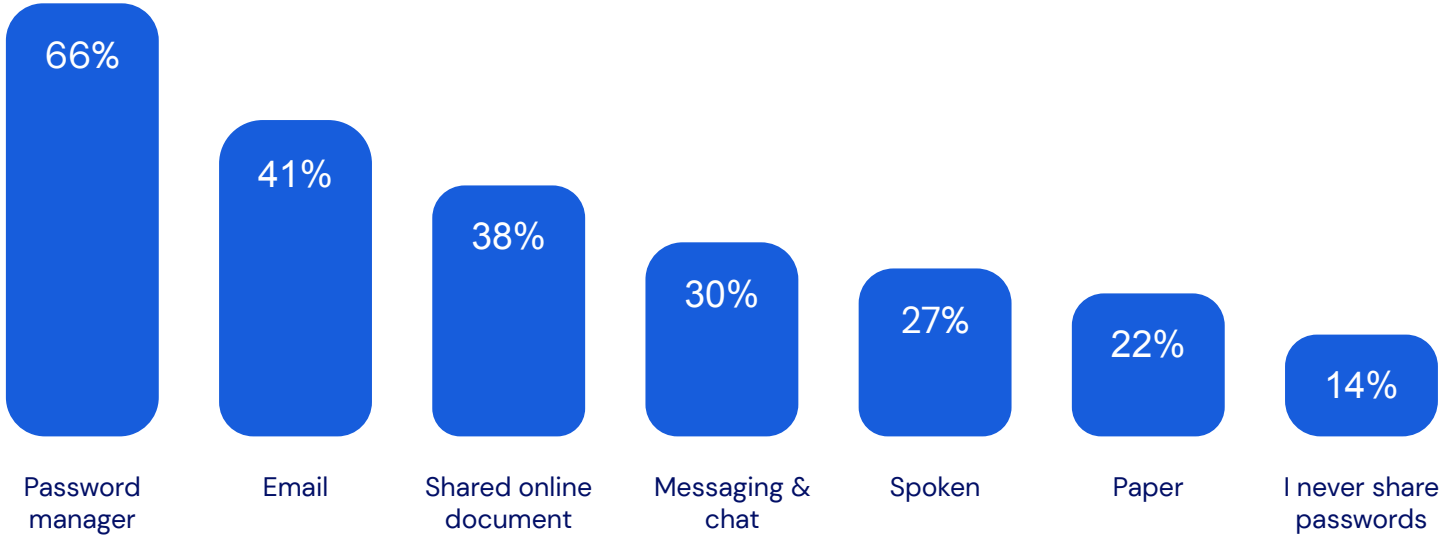
Strategies for managing passwords at work

Password management software remains popular – but so do risky practices such as writing down passwords or saving them on spreadsheets

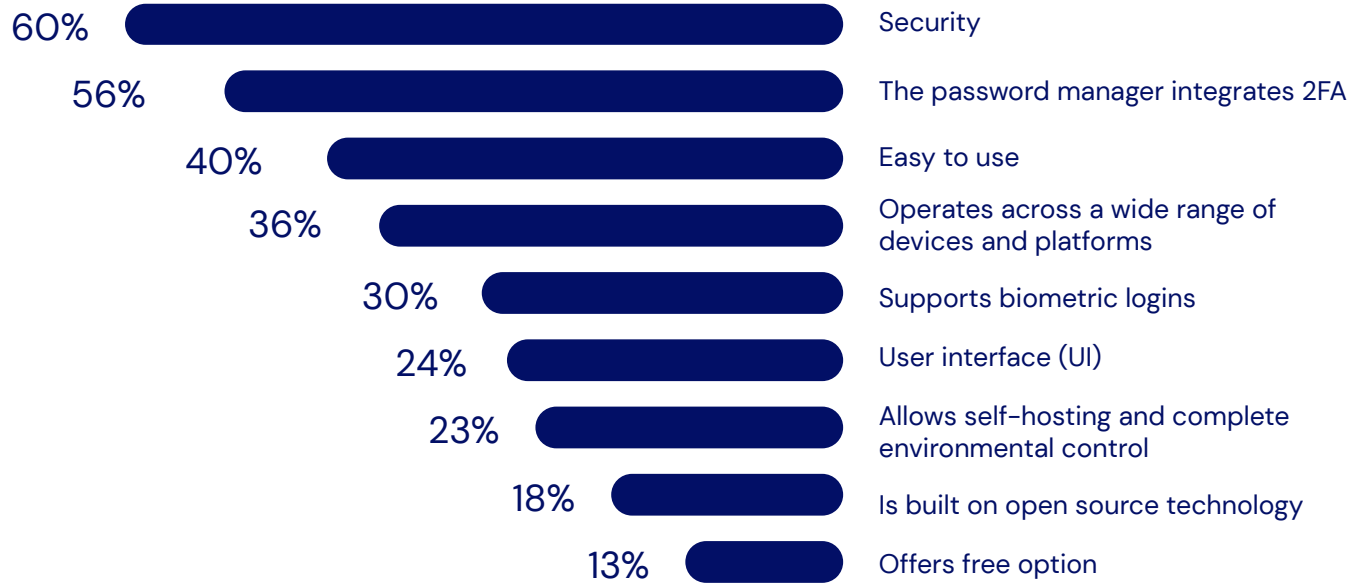


Password sharing methods

Most (66%) of IT decision makers share passwords through a password manager but a sizable number also share via email and online documents



Most important attributes for a good password manager



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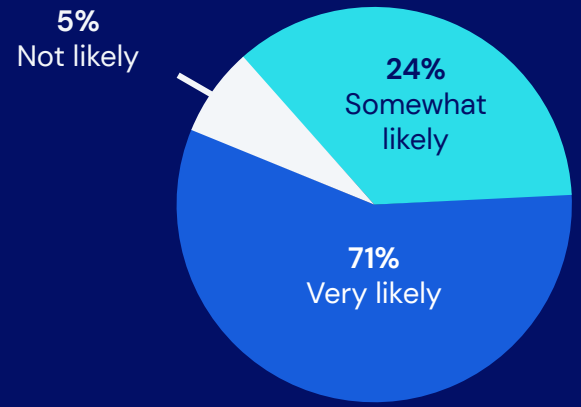
Enterprise-wide password manager

A large majority (79%) want their employer to require employees to use the same password manager across the organization

If your company used a password manager and provided a complementary family account for personal use, how likely would you be to use it at home with your family?



Complementary family account

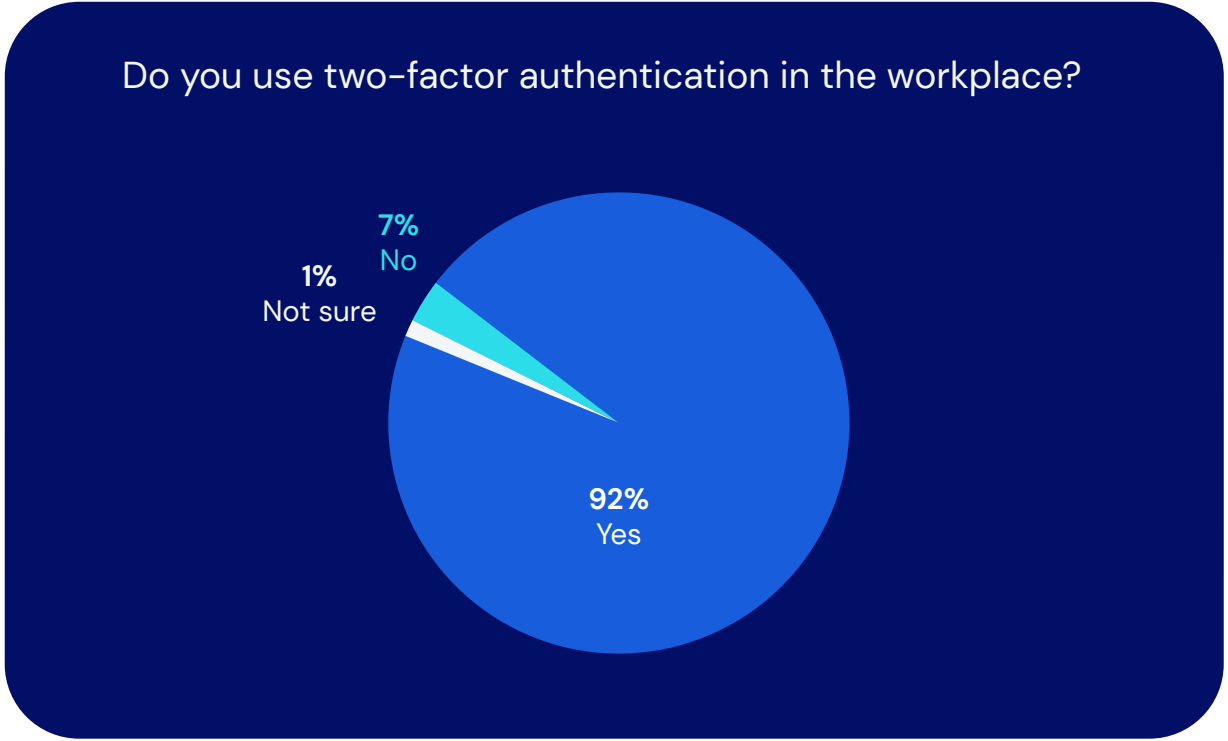
If offered, 71% said they'd also be very likely to use a password manager at home

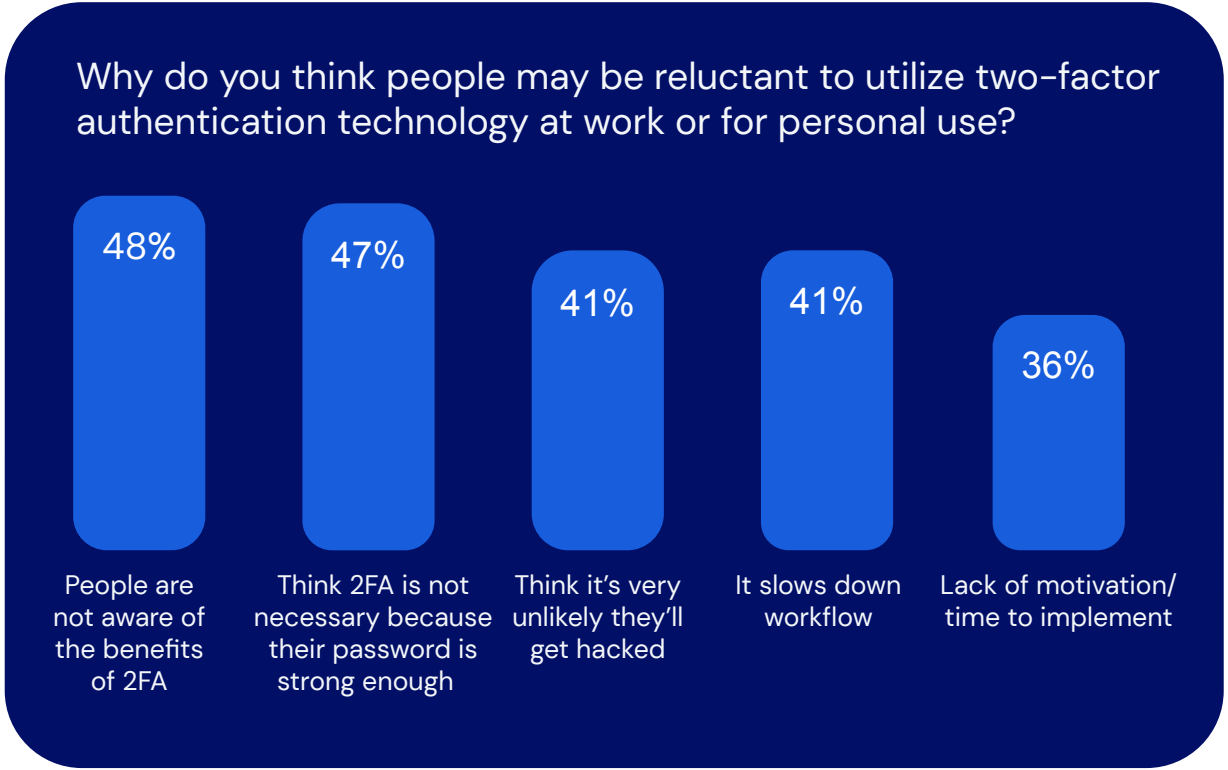
Password reuse

Almost all (90%) reuse passwords

2FA is wildly popular

92% use it in the workplace, up from 88% last year



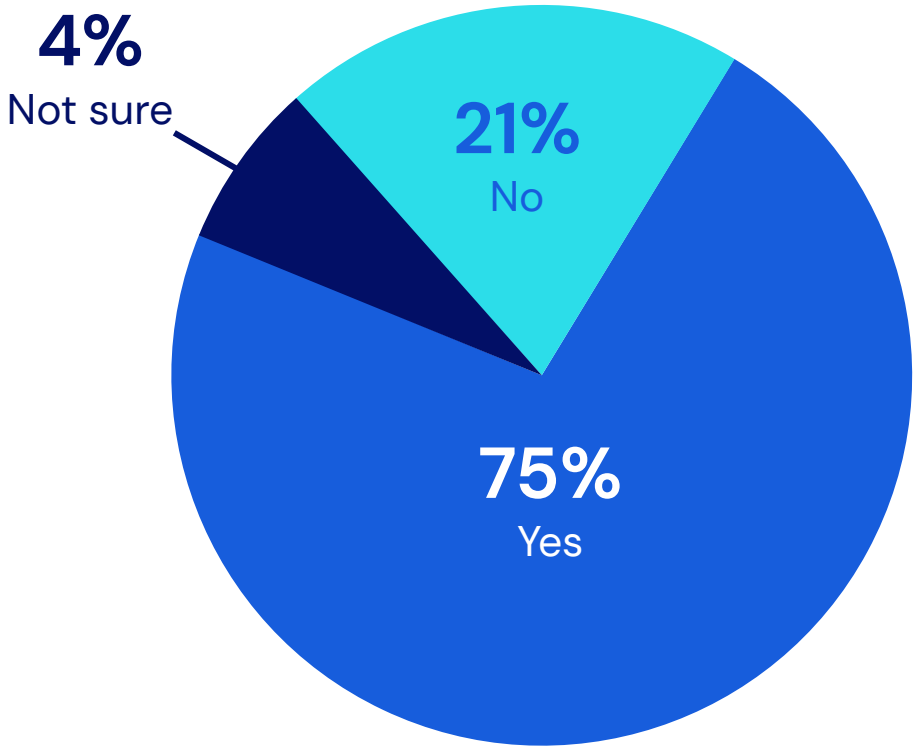


Ignorance is not bliss

Almost half (48%) believe people who are reluctant to use 2FA are not aware of the benefits

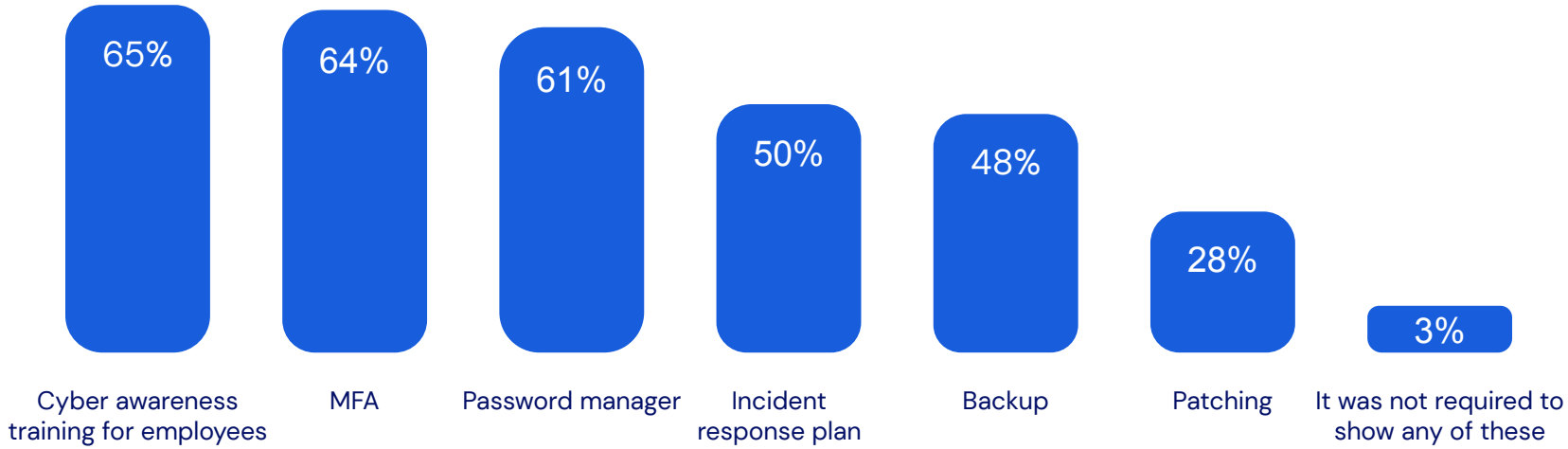
Does your organization have cyber insurance?

Almost three-fourths (75%) say their organization has cyber insurance



Cyber insurance requirements

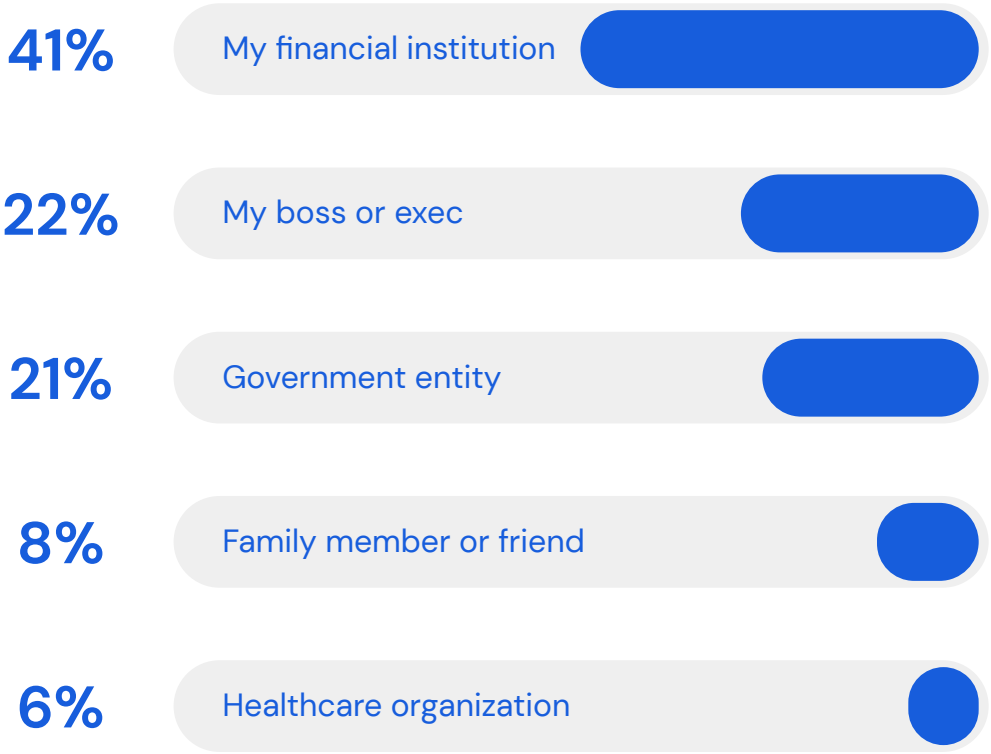
Show your work: 65% were required to demonstrate they offered cyber awareness training to employees when they applied for cyber insurance. 64% had to show use of MFA. 61% had to demonstrate use of a password manager



Security risks & cyber attacks

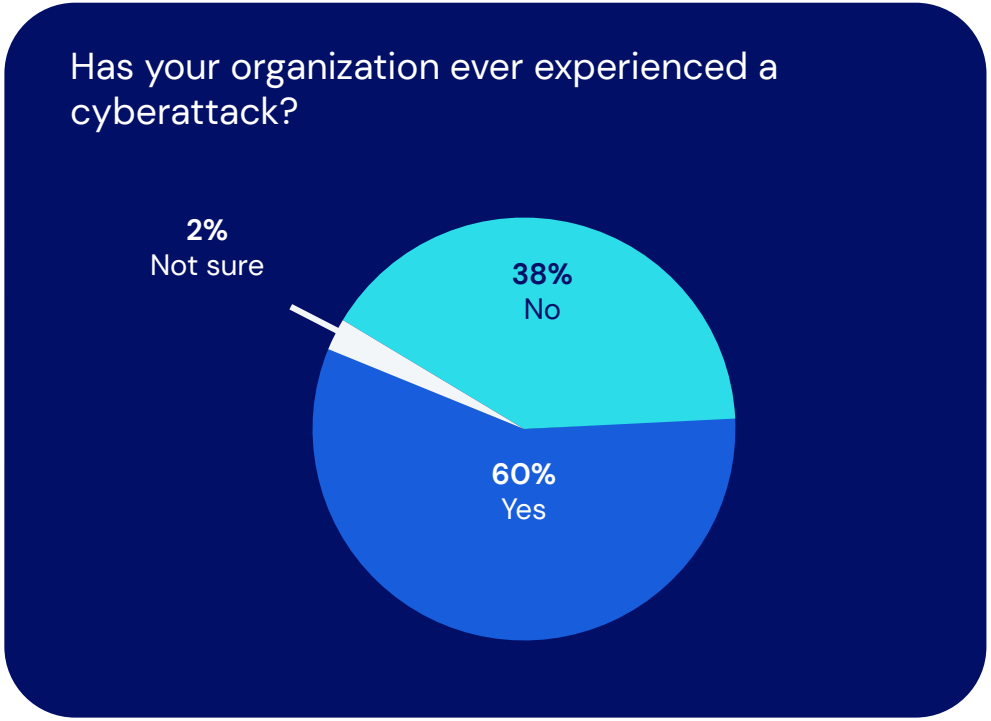
Which entity are phishing attacks most often pretending to be?

Close to half (41%) of phishing attacks come from fake financial institutions



Ransomware migration strategy

Up from 75% last year, 80% report having a ransomware mitigation strategy in place

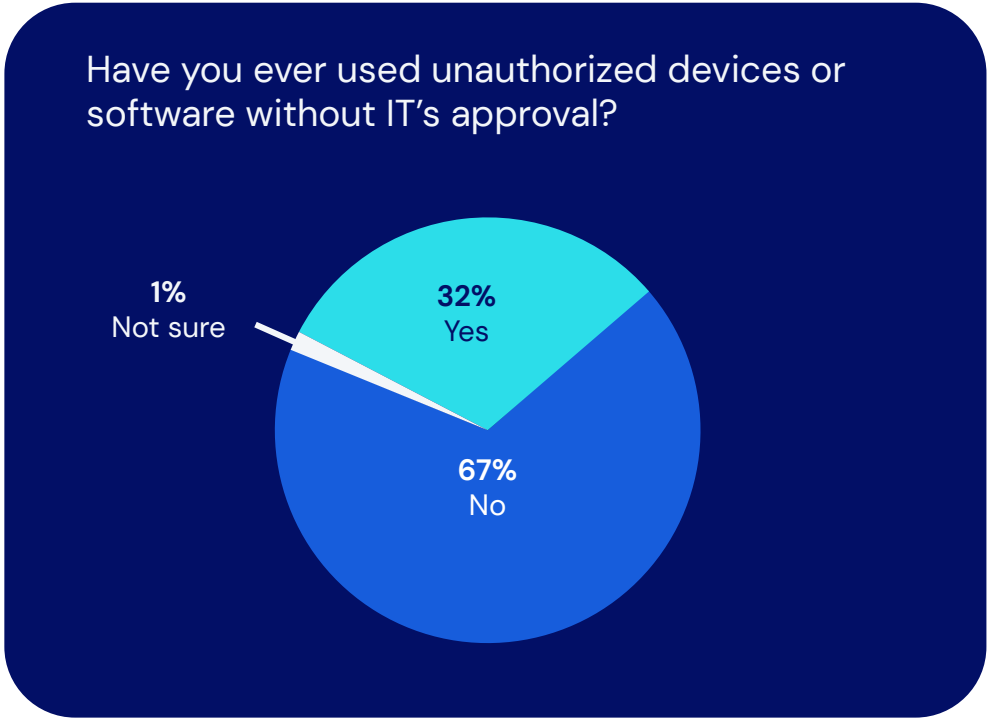


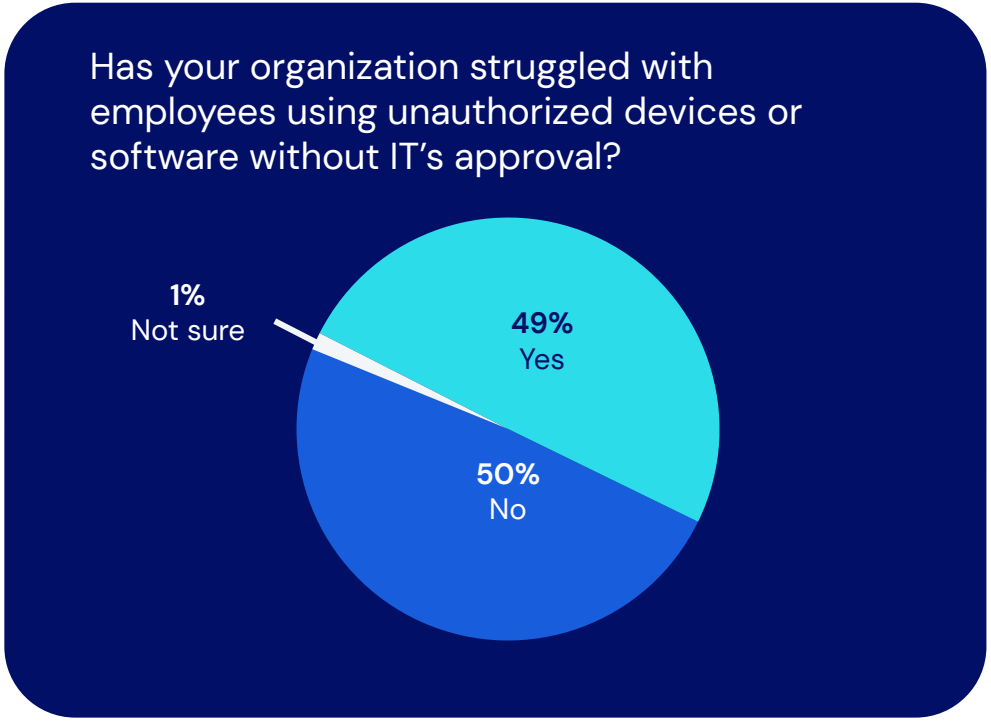
Cyberattack experiences

The percentage reporting cyberattacks is up: 60% this year, compared to 54% last year

Shadow IT Engagement

Almost one-third (32%) of IT decision makers and 49% of employees engage in ‘shadow IT’



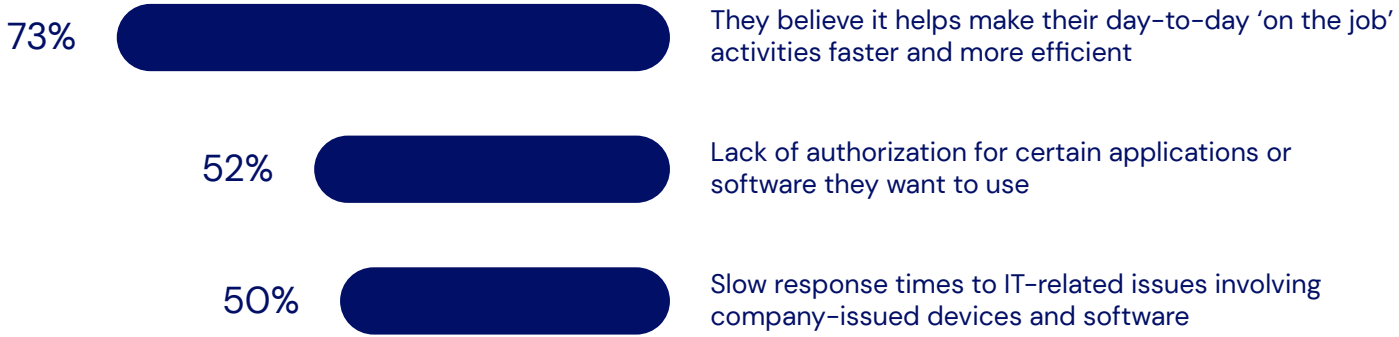


Shadow IT Struggles

Almost half (49%) report employees engage in 'shadow IT'

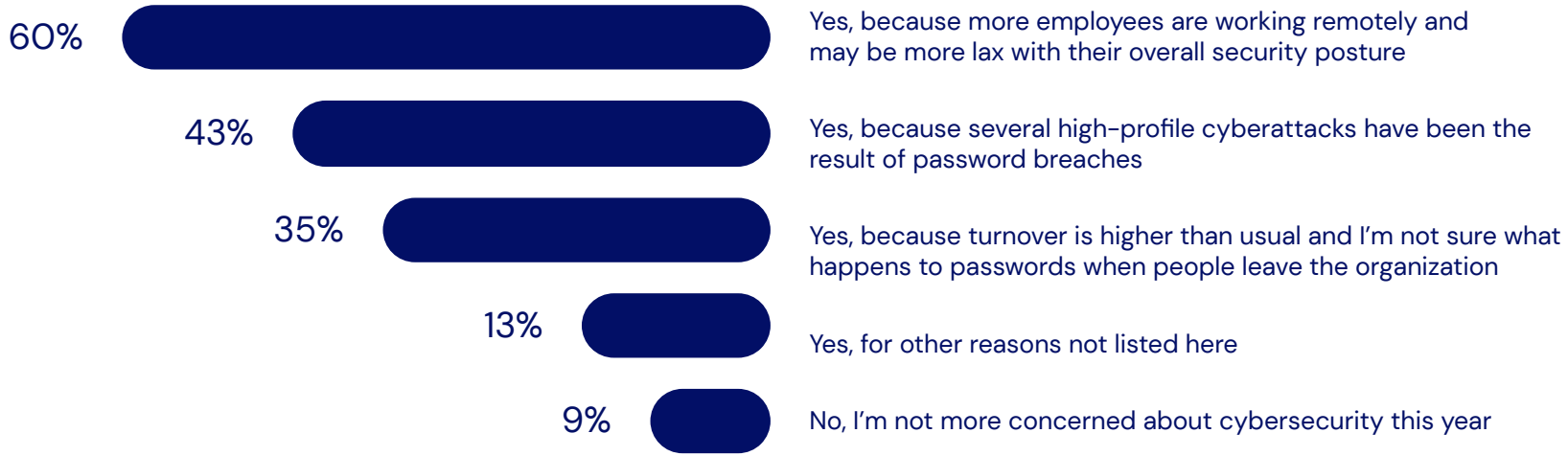
Why do you think employees within your organization use unauthorized devices or software without IT's approval?

Most believe employees do it because they think it makes them more efficient



The persistence of remote work continues to drive cybersecurity concerns

Have you become more concerned about cybersecurity in the past year?



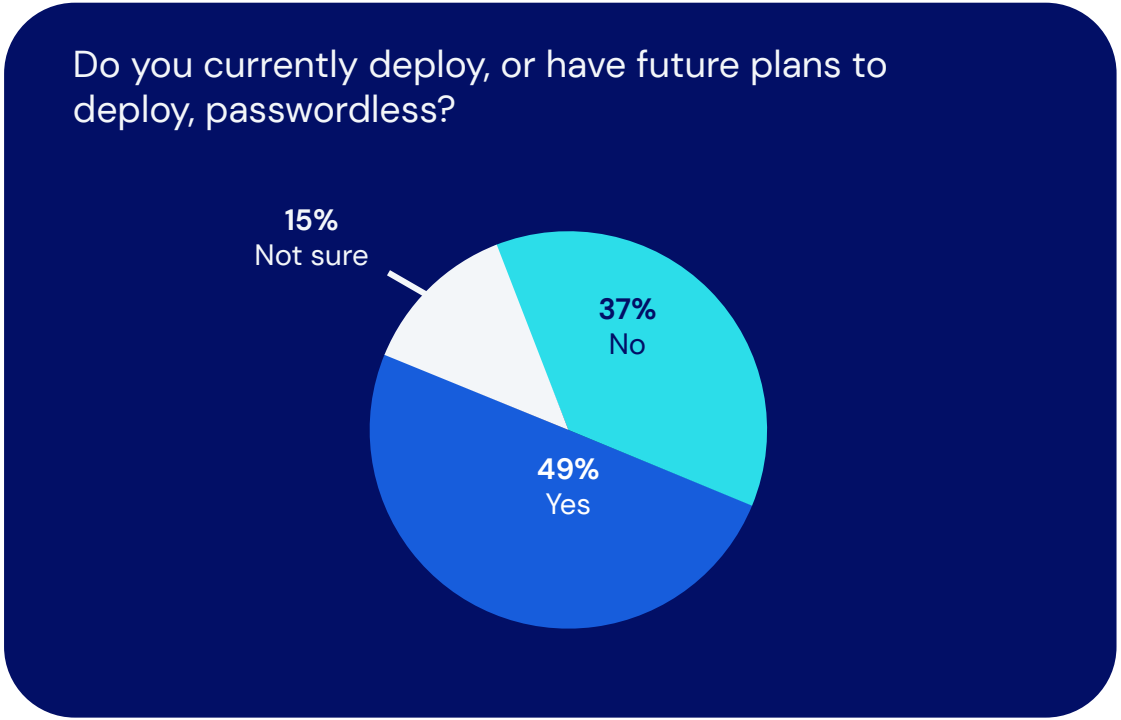
Passwordless revolution

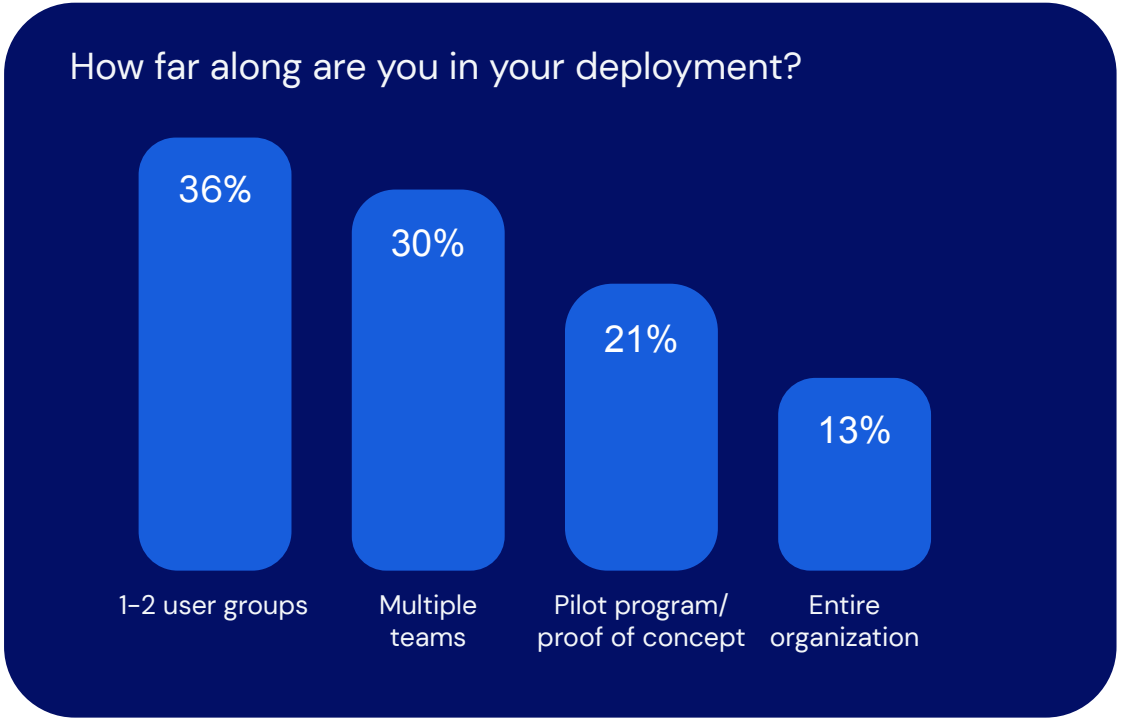
Why has your organization not deployed passwordless?

Of the IT decision makers that have not gone passwordless, half cite the inability of applications in use to make the transition

Deploying passwordless

Around half (49%) are deploying or have plans to deploy passwordless tech



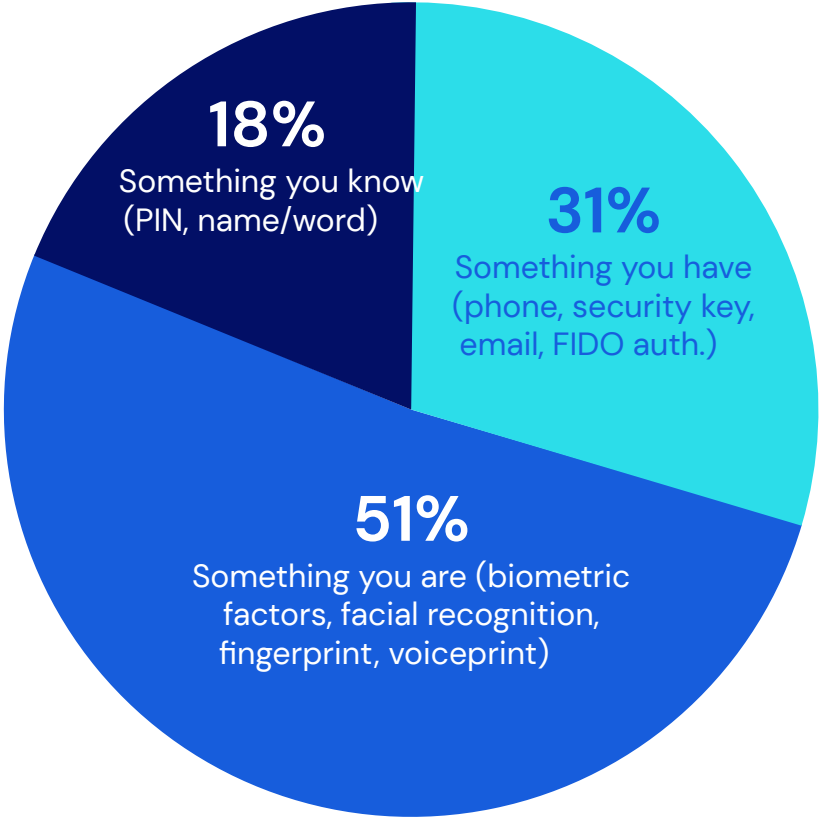


Deploying passwordless

Two-thirds (66%) have 1-2 users groups or multiple teams going passwordless

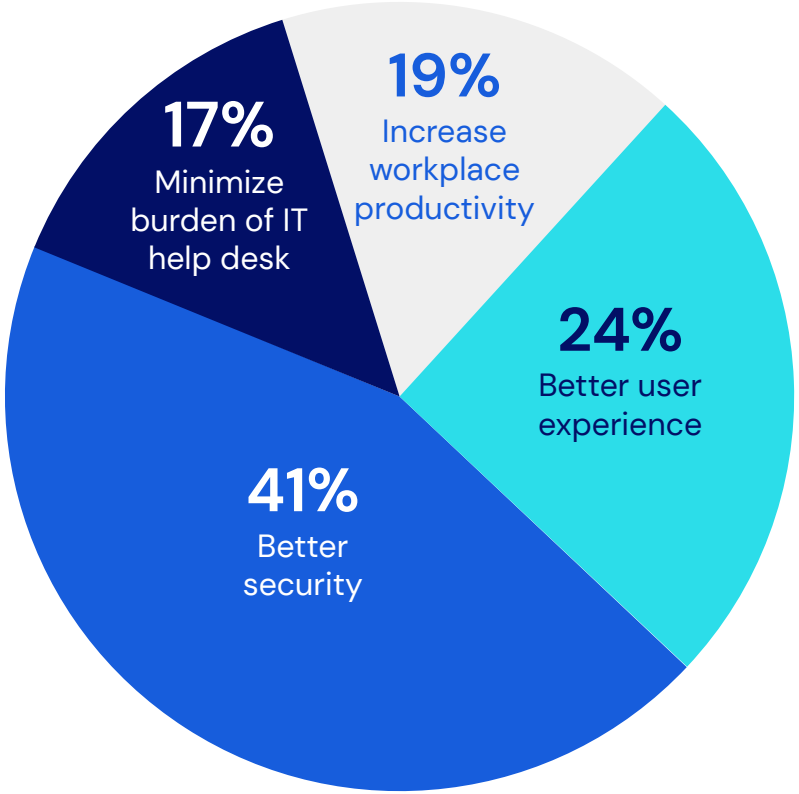
Passwordless authentication

A majority (51%) are relying on the ‘something you are’ form of passwordless authentication



The primary reason to deploy passwordless?

Better security, say 41%



FIDO2 Gaining

47% say FIDO2 is an ‘important aspect’ of their passwordless adoption