

# The Psychology of Passwords: Neglect is Helping Hackers Win

Hackers are smitten right now with the majority of the population. That's because we make it way too easy for hackers to do what they do best – steal confidential information. [Here's how.](#)

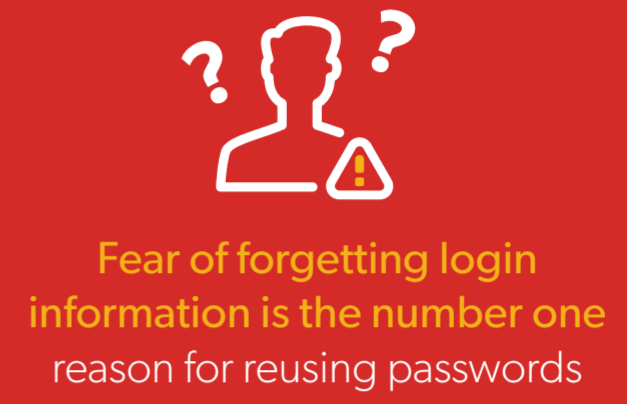
## The Top 10 Reasons Hackers ♥ Consumers and Employees

1 We keep using the same passwords, again and again and again.

What can we say, we're creatures of habit. We find a password we like, and we stick with it.



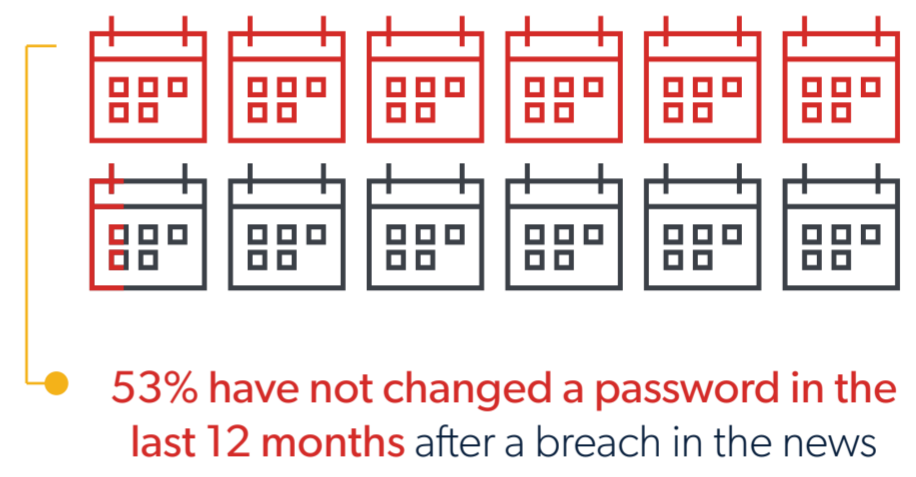
2 Our brains are oversaturated. We have enough to keep track of in our busy lives, we can't add passwords to the list.



3 We treat work and personal accounts with the same indifference. That one password is good enough for work accounts, email, financial accounts, social media accounts and everything in between.



4 Breaches don't faze us. Another cyberattack reported in the news; another day. Ho hum, don't care.



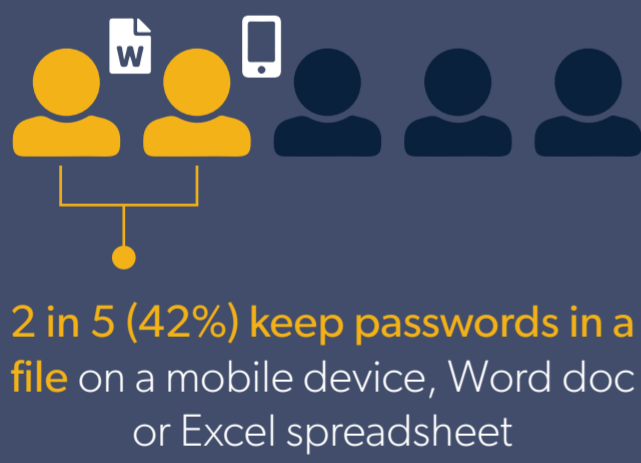
5 Oh wait, we were breached? Still not fazed. Moving on.



6 We think our Instagram posts are for friends' eyes only. The only people who can see our posts and pictures are people we've chosen to follow us, right?



7 We love a good, old-fashioned spreadsheet. We have a system for keeping track of passwords and it hasn't let us down yet.



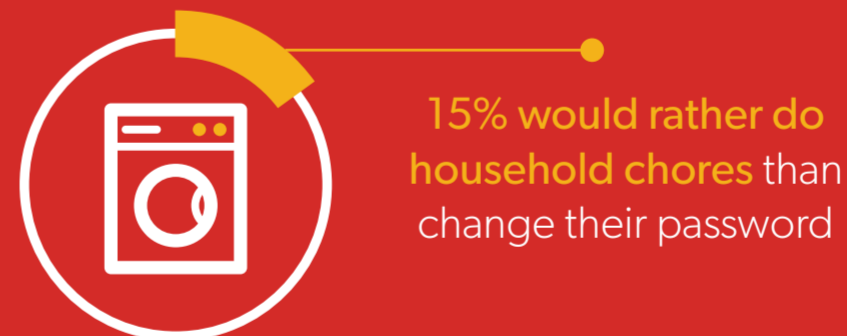
8 We don't think we're hack-worthy. Why would a hacker be interested in us? Doesn't he or she have bigger targets to attack?



9 We're a little lazy. Unless IT requires us to update our passwords, we're happy to continue using the same one.



10 We'd rather clean the house. Changing passwords is dull. Doing laundry is even more appealing.



### Regardless of Your Age, Your Personality or Your Demographic, *Hackers Don't Discriminate*

Millennials feel invincible.

34%

do not believe they are a target and therefore, don't feel the need to put much thought into passwords



Individuals in the UK are in denial.

73%

consider their passwords sufficient protection for online information



Type A personalities want to be in control.

45%

of Type As have a personal "system" for creating passwords (e.g., using the name of the account plus numbers that have meaning)



France is nonchalant.

34%

feel the talk about password protection is overrated

