

The Survey Room

A collection of password management and security-related surveys, eBooks, and reports spanning individuals and businesses.

Get the full interactive view at
<https://bitwarden.com/the-survey-room/>

Bitwarden Research

Bitwarden regularly conducts original, third-party cybersecurity research. The data in these surveys represents the opinions of IT decision-makers, internet users across the globe, and the expansive Bitwarden community. Resources below also include grade-based evaluations of federal agencies and businesses from the Bitwarden team.

Read on for full survey results, reports, and summary presentations.

Table of contents

- [The State of Password Security Report](#)
- [The Hacker's Guide to Securing Your Organization eBook](#)
- [Data Privacy Week Survey](#)
- [Security Impact Report](#)
- [Balancing Security and Innovation in the Age of AI eBook](#)
- [Cybersecurity Pulse Survey](#)
- [Developer Survey](#)
- [World Password Day Global Survey](#)
- [Enterprise Password Management Report](#)
- [Developer Secrets Management Poll](#)
- [Industry Leaders Security Rankings Reports](#)

REPORT

State of Password Security

In January 2025, Bitwarden assessed the state of password security among U.S. federal agencies. This report ranks agencies along a spectrum using a password security rating system.

Read the [full report](#) or view the [presentation](#) for more information.

SURVEY

Data Privacy Week Survey 2025

The fifth annual Data Privacy Week survey ranks the privacy-centric tools most recommended by the Bitwarden community. Over 3,500 users shared their app recommendations and thoughts on data privacy challenges.

Key findings:

- The integrated Bitwarden authenticator was the #1 choice for favorite authenticator with 28% of the vote, overtaking the previously held top spots from Authy, Aegis, and Yubico

EBOOK

The hacker's guide to securing your organization

Bitwarden partnered with friendly hacker Rachel Tobac to deliver strategies to safeguard your company's assets and reputation from bad actors. This eBook will give you the knowledge and tools needed to catch even the most cunning of hackers and preserve the integrity of your organization's assets.

Read the [eBook](#).

REPORT

Bitwarden Security Impact Report

In 2024, Bitwarden surveyed enterprise end users and IT admins about the impact Bitwarden Password Manager has had on their lives and organizations.

Key findings:

- 96% of all respondents say Bitwarden has improved their security posture
- 81% of all customers have reduced reused passwords since using Bitwarden

- 90% feel some concern about how generative AI will make data privacy more difficult
- 42% said Brave was their favorite browser

Read the [blog](#) or view the [presentation](#).

Past survey results: [2024](#), [2023](#), [2022](#), [2021](#)
EBOOK

Balancing Security and Innovation in the Age of AI

AI has unlocked a world of new innovations and unexplored opportunities for businesses. However, balancing the potential of AI and all of its innovations with the need for security can often feel daunting. This eBook reveals recent survey findings to help security professionals ensure their organizations remain innovative while keeping their data safe. The results of this research shed meaningful light on:

- The cybersecurity overconfidence gap
- The evolving role of AI in cybersecurity
- What organizations can do to safeguard sensitive data

Read the [eBook](#) or [view the presentation](#).

SURVEY

Bitwarden Developer Survey 2024

Bitwarden surveyed more than 600 developers to understand how they perceive and implement security best practices. The survey also polled attitudes and adoption practices related to IT security technologies and trends, including passwordless authentication, secrets management, and the cybersecurity risks associated with the rise of generative AI.

Key findings:

- 78% of developers identify AI as a security risk, yet continue to input sensitive credential, financial, and health data into generative AI platforms like ChatGPT.
- 91% of developers undergo security training annually, yet 21% engage in risky behavior.

- 45% say they've eliminated more than 15 reused passwords

Read the [full report](#) or view the [presentation](#).

SURVEY

Cybersecurity Pulse Survey 2024

Bitwarden and Researchscape International surveyed over 1,100 IT and cybersecurity leaders across industries to uncover the latest cybersecurity trends and threats. These findings highlight growing concerns about sophisticated social engineering tactics, generative AI risks, and third-party supply chain vulnerabilities.

Key findings:

- 89% of respondents are concerned about existing and emerging social engineering tactics that use generative AI.
- 55% expressed high concern about third-party supply chain attacks originating from vendors, partners, or customers.
- 63% agree that, without a password manager, their IT teams would struggle to teach and enforce best practices across their organizations.

Read the [resource page](#) or view the [presentation](#).

View past Password Decisions Survey results: [2023](#), [2022](#), [2021](#)

SURVEY

World Password Day Global Survey 2024

The fourth annual World Password Day Survey examined password security habits at home and in the workplace, assessed the perceived impacts of phishing and AI on online security, and captured user sentiment toward passkey adoption as an emerging authentication method. Over 2,400 internet users from the US, UK, Australia, France, Germany, and Japan were polled.

Key findings:

- 32% feel unprepared or uncertain about defending against AI-enhanced cyber threats
- 37% view their workplace security habits as risky, with notable percentages storing passwords insecurely (35%) or using weak credentials (39%), indicating areas for improvement in organizational cybersecurity practices

- 60% of developers manage 100+ secrets, yet practices like hard-coding secrets in source code (65%) and keeping secrets in clear text (55%) prevail.

Read the [resource page](#) or view the [presentation](#).

REPORT

Risk reduction and resilience start with enterprise password management

Enterprises can immediately benefit from basic foundations in password management and authentication. Strong password management and multifactor authentication that fit employees' work styles are the foundation of simpler Identity and Access Management. The simplest solutions are most likely to be widely accepted and successfully deployed. Effective security solutions that ensure compliance and resilience are those embraced by enabled stakeholders throughout the enterprise.

Read the [full report](#).

REPORT

Industry Leaders Security Rankings – Social Media Edition

Bitwarden evaluated the security-friendliness of the password systems of the top 5 most downloaded U.S. social media apps.

Read the [blog](#) to see how the leading companies in the U.S. scored.

REPORT

Industry Leaders Security Rankings – E-Commerce Edition

Bitwarden evaluated the security-friendliness of the password systems of the top 5 most visited e-commerce sites in the United States ranked by total web traffic.

Read the [blog](#) to see how the most visited e-commerce sites in the U.S. scored.

REPORT

Industry Leaders Security Rankings – Personal Email Services Edition

Bitwarden evaluated the security-friendliness of the password systems of the top 5 most used personal email services.

- Although 45% of global respondents are adopting passkeys, there is a lack of understanding (41% are “not very well informed” or “not at all”) about the privacy and security benefits of passkeys

Read the [resource page](#) or view the [presentation](#).

Past survey results: [2023](#), [2022](#), [2021](#)

POLL

Developer Secrets Management Poll 2023

Bitwarden surveyed over 100 developers to gain insights into secrets management practices, challenges, and concerns. The poll revealed a rapidly growing need for a secure secrets management solution to help protect privileged credentials, streamline operations, and prevent data breaches.

Read the [resource page](#) or view the [presentation](#).

REPORT

Industry Leaders Security Rankings – Banking Edition

Bitwarden evaluated the security-friendliness of the password systems of the top 5 most downloaded U.S. bank apps.

Read the [blog](#) to see how the leading banks in the U.S. scored.

REPORT

Industry Leaders Security Rankings – Streaming Services Edition

Bitwarden evaluated the security-friendliness of the password systems of the top 5 most used streaming services.

Read the [blog](#) to see how the most used streaming services in the U.S. scored.

Read the [blog](#) to see how the most used email services in the U.S. scored.
