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Digital Dilemmas & Cyber Culture: 2024 Report

This survey was conducted online within the United States by The Harris Poll on behalf of Aura from March 26 - 28, 2024 among 2,099 adults ages 18 and older. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within +/- 2.5 percentage points using a 95% confidence level. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact media@aura.com.

Password Predicaments & Digital Dilemmas

Some generations prefer to keep their password management the same as their device homescreens...messy.

95%

of Americans are using a system to keep track of their passwords, but only 6% use a password manager to generate them.

47%

of Baby Boomers are using a notebook or piece of paper to keep track of their passwords compared to only 26% of Gen Z.

36%

of Americans memorize their passwords, and 35% are writing them down in a notebook/piece of paper.

41%

of women aged 18-34 are deleting unused apps on their phone once a month compared to 30% of men the same age.

29%

of Americans go through and delete unused apps on their phone at least once a month.

24%

of Americans say they rotate between the same few passwords for everything.

52%

of Gen Z are keeping track of their passwords simply by remembering them.

Scam Scaries & Hack Horrors

Americans can't escape digital dilemmas - from social media hacks to stolen social security numbers.

80%

of Baby Boomers are concerned about having their social security number stolen while only 66% of Gen Z is concerned.

47%

of Millennials are concerned about their social media DMs being leaked.

49%

of Gen Xers are concerned about having their credit card hacked.

76%

of Americans are worried about having their email password being compromised

80%

of Gen Z and Millennials are concerned about having their explicit material leaked online.

Scam Scaries & Hack Horrors (cont.)

Americans can't escape digital dilemmas - from social media hacks to stolen social security numbers.

72%

of Americans are concerned about having their email password compromised, while less than half (46%) are concerned about having their own explicit material leaked.

59%

of Women aged 65+ are more concerned about one of their social media accounts being hacked compared to men aged 65+ (40%).

38%

of Millennials about having their dating app messages leaked (38%) compared to Gen Z (30%), Gen Xers (26%) and Boomers (12%).

51%

of Gen Xers and two in five Baby Boomers (42%) are concerned about having their photos on the cloud hacked.

76%

of Americans are worried about having their social security number stolen and their credit card number being hacked (both 76%)

Dating App Disasters

Eat, Sleep, Delete, Repeat: Americans are deleting their exes out of their lives sooner than you'd think.

45%

of Americans would delete their ex from their contacts less than 3 months after being broken up.

53%

of Americans who delete unused apps would delete dating apps off their phone within the first three months of getting into a relationship

29%

of men are concerned about having their dating app messages leaked, compared to about two in five women (22%).

64%

of women aged 45-54 are more likely to delete dating apps off their phone within the first 3 months of being broken up.

49%

of Americans who ever delete unused apps off their phone would delete photos of their ex off their social media platforms less than 3 months after being broken up.

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