Table 3:
Average complexity (in bits) of passwords used on websites, by logical category of the website

Category	Complexity	Number of users
University	57.2	134
Economy and finance	55.1	56
Chat and messaging	55.1	18
News and media	54.3	11
Information tech	54.2	110
Media sharing	52.2	37
Education	51.7	123
Business	51.7	134
Streaming media	50.3	44
Shopping	50.0	112
Social networking	50.0	100
Entertainment	49.6	69
Uncategorized	48.2	105
Games	46.9	22
Sports	45.8	19
Travel	43.9	17

Only showing the 16 categories that at least 10 users visited; analyses were conducted with all 23 categories. Across all passwords, the average complexity was 49.5 bits. Each user may visit multiple websites in each category.