



**Fieldwork Dates: 8th - 11th September 2017
11th - 12th October 2018**

**Conducted by YouGov
On behalf of Internal**

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1209 adults. Fieldwork was undertaken between 11th - 12th October 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov NY

Passwords

US_nat Sample: 8th - 11th September 2017



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	

ZYP_q1. Thinking overall about the passwords you use for online logins...How many of your accounts use the same password for online logins?

Unweighted base	1130	488	642	315	363	452	227	242	389	272	816	116	102	96	416
Base: All US adults	1110	551	558	359	359	392	225	230	397	257	726	132	165	88	464
All of them	6%	6%	5%	10%	6%	2%	8%	4%	5%	6%	3%	8%	14%	7%	8%
Most of them	22%	23%	21%	34%	20%	13%	26%	19%	24%	18%	21%	27%	23%	20%	22%
Some of them	42%	41%	42%	32%	44%	49%	35%	45%	40%	48%	45%	30%	38%	45%	35%
None of them	22%	22%	21%	13%	21%	30%	22%	21%	21%	22%	23%	21%	18%	14%	24%
I use a different password for all of my online logins	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	9%	8%	10%	12%	10%	6%	9%	11%	10%	6%	8%	15%	7%	13%	11%
Net: Same password	28%	29%	26%	43%	26%	15%	34%	23%	29%	24%	24%	35%	36%	28%	30%
Net: Different passwords	22%	22%	21%	13%	21%	30%	22%	21%	21%	22%	23%	21%	18%	14%	24%

ZYP_q2_1. Have you ever had either of the following happen to you? Please select the option that best applies on each row. - Had your online accounts hacked (e.g., social media, email, etc.)

Unweighted base	1130	488	642	315	363	452	227	242	389	272	816	116	102	96	416
Base: All US adults	1110	551	558	359	359	392	225	230	397	257	726	132	165	88	464
Yes, more than once	13%	13%	13%	16%	14%	9%	11%	14%	13%	13%	11%	13%	17%	15%	13%
Yes, but only once	22%	23%	21%	26%	23%	18%	25%	24%	20%	21%	21%	29%	24%	20%	20%
No, never	53%	53%	52%	46%	51%	60%	50%	52%	54%	53%	56%	46%	45%	44%	51%
Don't know / can't recall	13%	12%	14%	13%	12%	13%	15%	10%	13%	13%	12%	12%	14%	21%	16%

ZYP_q2_2. Have you ever had either of the following happen to you? Please select the option that best applies on each row. - Been the victim of online identity theft

Unweighted base	1130	488	642	315	363	452	227	242	389	272	816	116	102	96	416
Base: All US adults	1110	551	558	359	359	392	225	230	397	257	726	132	165	88	464
Yes, more than once	8%	8%	8%	13%	8%	5%	9%	8%	8%	9%	7%	10%	11%	12%	10%
Yes, but only once	14%	19%	10%	15%	16%	12%	14%	13%	16%	13%	12%	18%	21%	16%	15%
No, never	66%	64%	68%	61%	62%	75%	65%	65%	66%	67%	72%	56%	56%	50%	63%
Don't know / can't recall	11%	9%	13%	12%	14%	8%	11%	15%	10%	10%	9%	15%	12%	22%	12%

ZYP_q3. With which, if any, of the following people have you ever shared a password you consider important (e.g., online login, code to unlock your phone, etc.)? Please select all that apply.

Unweighted base	1130	488	642	315	363	452	227	242	389	272	816	116	102	96	416
Base: All US adults	1110	551	558	359	359	392	225	230	397	257	726	132	165	88	464
Family members	32%	29%	34%	30%	29%	35%	29%	28%	30%	40%	34%	18%	24%	48%	28%
Close friends	10%	11%	8%	17%	9%	4%	11%	7%	11%	8%	9%	9%	11%	16%	10%
Significant other	34%	35%	33%	38%	34%	30%	32%	34%	35%	33%	35%	24%	42%	24%	31%
Coworker	5%	7%	4%	8%	4%	4%	4%	4%	5%	6%	6%	3%	2%	6%	4%
Another person	3%	4%	3%	8%	1%	1%	1%	5%	5%	1%	3%	3%	8%	3%	5%
Not applicable - I never share my important passwords with anyone	38%	38%	39%	29%	45%	41%	38%	44%	37%	36%	38%	54%	31%	34%	40%

ZYP_q4. How often, if ever, do you write down a new online login (username and/or password) in order to remember it?

Unweighted base	1130	488	642	315	363	452	227	242	389	272	816	116	102	96	416
Base: All US adults	1110	551	558	359	359	392	225	230	397	257	726	132	165	88	464
Always	22%	19%	25%	10%	17%	38%	25%	23%	17%	25%	23%	15%	22%	26%	24%
Often	18%	19%	16%	13%	19%	21%	23%	15%	19%	14%	20%	18%	14%	11%	17%
Sometimes	19%	19%	20%	23%	17%	18%	17%	19%	22%	18%	18%	22%	23%	22%	18%
Rarely	17%	18%	16%	21%	18%	12%	16%	18%	14%	21%	16%	21%	17%	17%	16%
Never	19%	21%	17%	25%	23%	10%	14%	19%	22%	19%	20%	17%	19%	13%	19%
Don't know	5%	4%	6%	8%	5%	2%	5%	6%	5%	3%	4%	7%	4%	10%	6%

ZYP_q5. In general, how safe, if at all, do you think your online logins are from hackers?

Unweighted base	1130	488	642	315	363	452	227	242	389	272	816	116	102	96	416
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YouGov NY

Passwords

US_nat Sample: 8th - 11th September 2017



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+

ZYP_q1. Thinking overall about the passwords you use for online logins...How many of your accounts use the same password for online logins?

Unweighted base	1130	380	218	116	562	21	118	56	336	37	303	827	412	322	244
Base: All US adults	1110	354	189	101	539	21	107	47	357	39	318	791	437	308	222
All of them	6%	3%	7%	2%	6%	14%	3%	8%	6%	2%	9%	4%	7%	6%	5%
Most of them	22%	22%	23%	17%	17%	28%	27%	8%	29%	26%	29%	19%	25%	21%	22%
Some of them	42%	42%	50%	57%	46%	39%	43%	45%	36%	35%	38%	43%	39%	44%	50%
None of them	22%	24%	16%	16%	23%	7%	23%	27%	19%	29%	15%	24%	20%	25%	18%
I use a different password for all of my online logins	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	9%	9%	5%	8%	8%	13%	4%	11%	11%	9%	8%	10%	9%	4%	5%
Net: Same password	28%	25%	29%	20%	23%	41%	29%	16%	35%	28%	39%	23%	32%	27%	27%
Net: Different passwords	22%	24%	16%	16%	23%	7%	23%	27%	19%	29%	15%	24%	20%	25%	18%

ZYP_q2_1. Have you ever had either of the following happen to you? Please select the option that best applies on each row. - Had your online accounts hacked (e.g., social media, email, etc.)

Unweighted base	1130	380	218	116	562	21	118	56	336	37	303	827	412	322	244
Base: All US adults	1110	354	189	101	539	21	107	47	357	39	318	791	437	308	222
Yes, more than once	13%	11%	16%	10%	14%	27%	9%	13%	11%	3%	21%	9%	11%	15%	12%
Yes, but only once	22%	23%	22%	27%	20%	32%	16%	22%	24%	39%	24%	21%	22%	23%	26%
No, never	53%	54%	52%	57%	52%	32%	61%	54%	52%	47%	43%	56%	53%	53%	52%
Don't know / can't recall	13%	12%	10%	6%	13%	8%	14%	11%	13%	11%	12%	13%	14%	9%	9%

ZYP_q2_2. Have you ever had either of the following happen to you? Please select the option that best applies on each row. - Been the victim of online identity theft

Unweighted base	1130	380	218	116	562	21	118	56	336	37	303	827	412	322	244
Base: All US adults	1110	354	189	101	539	21	107	47	357	39	318	791	437	308	222
Yes, more than once	8%	5%	11%	6%	7%	22%	10%	14%	9%	4%	11%	7%	9%	7%	8%
Yes, but only once	14%	16%	12%	10%	16%	24%	12%	-	14%	11%	17%	13%	14%	17%	14%
No, never	66%	66%	68%	74%	66%	41%	66%	76%	65%	75%	58%	69%	64%	68%	70%
Don't know / can't recall	11%	12%	9%	10%	11%	13%	12%	9%	12%	10%	14%	10%	13%	7%	8%

ZYP_q3. With which, if any, of the following people have you ever shared a password you consider important (e.g., online login, code to unlock your phone, etc.)? Please select all that apply.

Unweighted base	1130	380	218	116	562	21	118	56	336	37	303	827	412	322	244
Base: All US adults	1110	354	189	101	539	21	107	47	357	39	318	791	437	308	222
Family members	32%	33%	38%	32%	33%	26%	33%	37%	30%	29%	32%	31%	25%	36%	39%
Close friends	10%	10%	9%	11%	7%	14%	7%	-	15%	11%	11%	9%	9%	10%	11%
Significant other	34%	33%	37%	42%	49%	26%	11%	12%	19%	59%	44%	30%	29%	37%	49%
Coworker	5%	4%	8%	11%	5%	9%	6%	5%	5%	15%	7%	5%	5%	5%	9%
Another person	3%	3%	4%	-	4%	-	1%	-	4%	10%	5%	3%	4%	3%	3%
Not applicable - I never share my important passwords with anyone	38%	41%	34%	29%	27%	34%	54%	53%	49%	33%	29%	42%	45%	37%	24%

ZYP_q4. How often, if ever, do you write down a new online login (username and/or password) in order to remember it?

Unweighted base	1130	380	218	116	562	21	118	56	336	37	303	827	412	322	244
Base: All US adults	1110	354	189	101	539	21	107	47	357	39	318	791	437	308	222
Always	22%	17%	27%	20%	28%	7%	17%	35%	15%	20%	17%	24%	20%	28%	21%
Often	18%	16%	21%	22%	18%	14%	19%	15%	18%	18%	18%	18%	16%	18%	23%
Sometimes	19%	21%	21%	19%	19%	21%	21%	28%	18%	22%	23%	18%	21%	18%	20%
Rarely	17%	20%	11%	20%	14%	25%	18%	6%	22%	15%	17%	17%	17%	15%	17%
Never	19%	22%	18%	16%	18%	30%	22%	9%	21%	17%	20%	19%	21%	18%	18%
Don't know	5%	5%	3%	3%	4%	5%	4%	8%	5%	8%	5%	5%	4%	2%	2%

ZYP_q5. In general, how safe, if at all, do you think your online logins are from hackers?

Unweighted base	1130	380	218	116	562	21	118	56	336	37	303	827	412	322	244
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YouGov NY

Passwords

US_nat Sample: 8th - 11th September 2017



Total	
	Prefer not to say

ZYP_q1. Thinking overall about the passwords you use for online logins...How many of your accounts use the same password for online logins?

Unweighted base	1130	152
Base: All US adults	1110	142
All of them	6%	1%
Most of them	22%	14%
Some of them	42%	35%
None of them	22%	24%
I use a different password for all of my online logins	-	-
Don't know	9%	26%
Net: Same password	28%	15%
Net: Different passwords	22%	24%

ZYP_q2_1. Have you ever had either of the following happen to you? Please select the option that best applies on each row. - Had your online accounts hacked (e.g., social media, email, etc.)

Unweighted base	1130	152
Base: All US adults	1110	142
Yes, more than once	13%	11%
Yes, but only once	22%	13%
No, never	53%	52%
Don't know / can't recall	13%	24%

ZYP_q2_2. Have you ever had either of the following happen to you? Please select the option that best applies on each row. - Been the victim of online identity theft

Unweighted base	1130	152
Base: All US adults	1110	142
Yes, more than once	8%	8%
Yes, but only once	14%	11%
No, never	66%	61%
Don't know / can't recall	11%	20%

ZYP_q3. With which, if any, of the following people have you ever shared a password you consider important (e.g., online login, code to unlock your phone, etc.)? Please select all that apply.

Unweighted base	1130	152
Base: All US adults	1110	142
Family members	32%	32%
Close friends	10%	10%
Significant other	34%	19%
Coworker	5%	3%
Another person	3%	2%
Not applicable – I never share my important passwords with anyone	38%	45%

ZYP_q4. How often, if ever, do you write down a new online login (username and/or password) in order to remember it?

Unweighted base	1130	152
Base: All US adults	1110	142
Always	22%	18%
Often	18%	15%
Sometimes	19%	14%
Rarely	17%	18%
Never	19%	18%
Don't know	5%	15%

ZYP_q5. In general, how safe, if at all, do you think your online logins are from hackers?

Unweighted base	1130	152
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YouGov NY
Passwords

US_nat Sample: 8th - 11th September 2017



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Base: All US adults	1110	551	558	359	359	392	225	230	397	257	726	132	165	88	464
Very safe	8%	9%	8%	9%	8%	9%	7%	12%	8%	7%	7%	7%	14%	7%	9%
Somewhat safe	45%	49%	41%	44%	41%	50%	41%	49%	40%	52%	49%	37%	36%	44%	41%
Not very safe	24%	25%	23%	24%	26%	22%	29%	18%	25%	23%	22%	26%	30%	22%	24%
Not safe at all	11%	8%	13%	8%	13%	11%	10%	9%	13%	9%	10%	13%	12%	10%	11%
Don't know	12%	9%	15%	15%	12%	9%	13%	12%	13%	9%	12%	17%	8%	16%	16%
Net: Safe	53%	58%	49%	53%	49%	58%	48%	61%	48%	59%	56%	44%	50%	51%	49%
Net: Not safe	35%	33%	36%	32%	39%	33%	39%	27%	38%	32%	33%	39%	42%	33%	35%

Cell Contents (Column Percentages)

YouGov NY
Passwords

US_nat Sample: 8th - 11th September 2017



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Base: All US adults	1110	354	189	101	539	21	107	47	357	39	318	791	437	308	222
Very safe	8%	9%	9%	5%	10%	8%	6%	5%	8%	2%	8%	8%	7%	10%	9%
Somewhat safe	45%	44%	51%	55%	45%	27%	51%	56%	41%	62%	43%	46%	40%	53%	54%
Not very safe	24%	24%	23%	25%	24%	21%	18%	16%	28%	16%	22%	25%	28%	18%	25%
Not safe at all	11%	12%	9%	9%	11%	16%	12%	10%	10%	5%	14%	9%	12%	8%	9%
Don't know	12%	11%	8%	5%	11%	28%	13%	12%	14%	14%	13%	12%	12%	10%	4%
Net: Safe	53%	53%	60%	60%	55%	35%	56%	61%	49%	64%	51%	54%	48%	63%	62%
Net: Not safe	35%	36%	32%	35%	35%	37%	30%	27%	38%	21%	35%	34%	40%	26%	34%

Cell Contents (Col)

YouGov NY Passwords

US_nat Sample: 8th - 11th September 2017



	Total	Prefer not to say
Base: All US adults	1110	142
Very safe	8%	7%
Somewhat safe	45%	28%
Not very safe	24%	21%
Not safe at all	11%	16%
Don't know	12%	28%
Net: Safe	53%	35%
Net: Not safe	35%	37%

Cell Contents (Col

**Internal
PW**

US_nat Sample: 11th - 12th October 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

ZYP_q1. Thinking overall about the passwords you use for online logins...How many of your accounts use the same password for online logins?

Unweighted base	1209	536	673	327	402	480	222	248	452	287	830	142	149	88	439
Base	1204	599	605	371	396	438	225	234	456	290	783	148	186	88	504
All of them	7%	8%	6%	13%	5%	3%	8%	3%	8%	7%	4%	17%	14%	4%	8%
				D,E			G		G		G	J,M	J,M	*	
Most of them	20%	21%	20%	27%	19%	15%	20%	21%	21%	18%	19%	20%	24%	19%	21%
				D,E										*	
Some of them	45%	42%	48%	39%	46%	50%	46%	51%	39%	50%	49%	29%	41%	46%	39%
					C			H		H	K			K*	
None of them	20%	21%	20%	12%	22%	27%	18%	17%	25%	18%	21%	27%	14%	22%	22%
				C		C			G,I			L		*	
Don't know	7%	8%	7%	9%	8%	5%	7%	8%	7%	7%	7%	8%	7%	9%	10%
														*	O,P

Have you ever had either of the following happen to you? Please select the option that best applies on each row.

ZYP_q2_1. Had your online accounts hacked (e.g., social media, email, etc.)

Unweighted base	1209	536	673	327	402	480	222	248	452	287	830	142	149	88	439
Base	1204	599	605	371	396	438	225	234	456	290	783	148	186	88	504
Yes, more than once	14%	12%	16%	13%	17%	12%	12%	12%	16%	15%	14%	15%	15%	14%	13%
				E										*	
Yes, but only once	22%	23%	21%	23%	23%	21%	23%	21%	22%	23%	24%	27%	18%	13%	21%
											M	M		*	
No, never	51%	53%	50%	50%	46%	57%	57%	52%	49%	50%	51%	48%	54%	53%	53%
						D								*	
Don't know/can't recall	12%	12%	13%	14%	14%	10%	9%	15%	13%	12%	12%	11%	13%	20%	13%
								F						J*	

ZYP_q2_2. Been the victim of identity theft

Unweighted base	1209	536	673	327	402	480	222	248	452	287	830	142	149	88	439
Base	1204	599	605	371	396	438	225	234	456	290	783	148	186	88	504
Yes, more than once	7%	8%	7%	7%	10%	6%	8%	6%	8%	7%	6%	6%	9%	6%	6%
					E							J		*	
Yes, but only once	16%	18%	15%	13%	19%	16%	13%	13%	17%	19%	15%	15%	22%	18%	16%
														*	
No, never	67%	67%	68%	69%	61%	72%	73%	70%	64%	65%	72%	60%	55%	65%	68%
						D	H				KL			*	
Don't know/can't recall	9%	8%	10%	11%	11%	6%	6%	10%	10%	9%	7%	11%	14%	11%	10%
				E	E							J		*	

ZYP_q3. With which, if any, of the following people have you ever shared a password you consider important (e.g., online login, code to unlock your phone, etc.)? Please select all that apply.

Unweighted base	1209	536	673	327	402	480	222	248	452	287	830	142	149	88	439
Base	1204	599	605	371	396	438	225	234	456	290	783	148	186	88	504
Family member(s)	34%	27%	42%	38%	31%	34%	33%	34%	35%	35%	37%	32%	27%	34%	29%
			A								L			*	
Close friend(s)	9%	10%	8%	19%	8%	3%	8%	9%	12%	6%	10%	10%	10%	4%	8%
				D,E	E				I					*	
Significant other	33%	33%	33%	33%	36%	30%	24%	38%	34%	34%	38%	23%	21%	27%	26%
					E			F	F	F	KL			*	
Coworker(s)	5%	6%	3%	7%	6%	2%	5%	4%	6%	3%	4%	4%	10%	-	4%
		B		E	E								J,M	*	
Another person	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	2%

Internal PW

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Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

ZYP_q1. Thinking overall about the passwords you use for online logins...How many of your accounts use the same password for online logins?

Unweighted base	1209	414	228	128	588	27	130	64	344	56	326	883	480	325	254
Base	1204	379	207	115	565	26	117	60	383	53	325	879	494	312	234
All of them	7%	6%	7%	4%	6%	-	6%	-	11%	2%	11%	6%	10%	6%	4%
					U	**			R,U,W	*	Y		AB		
Most of them	20%	22%	18%	13%	19%	28%	18%	18%	23%	14%	26%	18%	24%	19%	20%
		Q			**	**	*	*		*	Y		AC	AC	AC
Some of them	45%	46%	54%	54%	45%	40%	44%	56%	42%	62%	42%	46%	40%	50%	54%
			N	N	**	**	**	V*		R,T,V*			Z,AC	Z,AC	Z,AC
None of them	20%	21%	16%	21%	23%	27%	26%	19%	15%	13%	15%	22%	19%	21%	19%
					V	**	V	*	*	*	*	X			
Don't know	7%	5%	4%	8%	6%	4%	6%	7%	9%	9%	6%	8%	8%	4%	3%
					**	**	*	*	*	*	*	AA,AB			

Have you ever had either of the following happen to you? Please select the option that best applies on each row.

ZYP_q2_1. Had your online accounts hacked (e.g., social media, email, etc.)

Unweighted base	1209	414	228	128	588	27	130	64	344	56	326	883	480	325	254
Base	1204	379	207	115	565	26	117	60	383	53	325	879	494	312	234
Yes, more than once	14%	13%	18%	15%	17%	15%	10%	9%	12%	15%	21%	11%	11%	18%	19%
					T,V	**	*	*	*	*	Y		Z,AC	Z,AC	Z,AC
Yes, but only once	22%	23%	23%	22%	22%	24%	18%	30%	22%	28%	25%	21%	22%	23%	23%
					**	**	*	*	*	*	*	X			
No, never	51%	50%	47%	54%	51%	54%	56%	52%	50%	47%	45%	53%	53%	48%	50%
					**	**	**	*	*	*	*	X			
Don't know/can't recall	12%	13%	11%	9%	10%	7%	16%	9%	16%	11%	8%	14%	14%	12%	8%
					**	**	*	R	*	*	*	X	AB		

ZYP_q2_2. Been the victim of identity theft

Unweighted base	1209	414	228	128	588	27	130	64	344	56	326	883	480	325	254
Base	1204	379	207	115	565	26	117	60	383	53	325	879	494	312	234
Yes, more than once	7%	8%	10%	9%	8%	17%	7%	3%	6%	6%	12%	6%	6%	9%	10%
					**	**	*	*	*	*	Y				
Yes, but only once	16%	15%	18%	17%	18%	10%	14%	18%	15%	15%	19%	15%	15%	18%	17%
					**	**	*	*	*	*	*	*			
No, never	67%	69%	64%	66%	67%	57%	72%	64%	67%	70%	62%	69%	69%	66%	68%
					**	**	**	*	*	*	*	X			
Don't know/can't recall	9%	8%	8%	8%	7%	16%	7%	14%	12%	9%	6%	10%	9%	8%	5%
					**	**	R*	R	*	*	*	*			

ZYP_q3. With which, if any, of the following people have you ever shared a password you consider important (e.g., online login, code to unlock your phone, etc.)? Please select all that apply.

Unweighted base	1209	414	228	128	588	27	130	64	344	56	326	883	480	325	254
Base	1204	379	207	115	565	26	117	60	383	53	325	879	494	312	234
Family member(s)	34%	37%	41%	37%	34%	37%	38%	50%	33%	25%	39%	33%	34%	34%	39%
		N	N		**	**	R,V,W*	*	*	*	*	*			
Close friend(s)	9%	12%	10%	6%	7%	23%	4%	7%	15%	9%	15%	7%	12%	8%	8%
		N,Q			**	**	*	*	R,T	*	Y		AC		
Significant other	33%	36%	39%	45%	47%	31%	16%	10%	18%	56%	41%	30%	27%	39%	45%
		N	N	N	T,U,V	**	*	*	*	T,U,V*	Y		Z,AC	Z,AC	Z,AC
Coworker(s)	5%	4%	6%	6%	6%	**	2%	2%	4%	2%	9%	3%	3%	8%	5%
					**	**	*	*	*	*	Y		Z		
Another person	1%	0%	0%	1%	1%	5%	1%	-	2%	-	1%	1%	1%	1%	0%

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PW**

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Total	
	Prefer not to say
	AC

ZYP_q1. Thinking overall about the passwords you use for online logins...How many of your accounts use the same password for online logins?

Unweighted base	1209	150
Base	1204	163
All of them	7%	6%
Most of them	20%	11%
Some of them	45%	38%
None of them	20%	26%
Don't know	7%	19%
		Z.AA.AB

Have you ever had either of the following happen to you? Please select the option that best applies on each row.

ZYP_q2_1. Had your online accounts hacked (e.g., social media, email, etc.)

Unweighted base	1209	150
Base	1204	163
Yes, more than once	14%	9%
Yes, but only once	22%	20%
No, never	51%	54%
Don't know/can't recall	12%	17%
		AB

ZYP_q2_2. Been the victim of identity theft

Unweighted base	1209	150
Base	1204	163
Yes, more than once	7%	5%
Yes, but only once	16%	15%
No, never	67%	63%
Don't know/can't recall	9%	17%
		Z.AA.AB

ZYP_q3. With which, if any, of the following people have you ever shared a password you consider important (e.g., online login, code to unlock your phone, etc.)? Please select all that apply.

Unweighted base	1209	150
Base	1204	163
Family member(s)	34%	32%
Close friend(s)	9%	5%
Significant other	33%	21%
Coworker(s)	5%	4%
Another person	1%	2%

**Internal
PW**

US_nat Sample: 11th - 12th October 2018



Total	Gender		Age			Region				Race				No HS, High school graduate	
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)		
Not applicable - I never share my important passwords with anyone	39%	41%	37%	33%	41%	41%	46%	36%	36%	40%	33%	49%	51%	43%	47%
				C	C		G.H					J	J	*	O.P.Q

ZYP_q4. How often, if ever, do you write down a new online login (username and/or password) in order to remember it?

	1209	536	673	327	402	480	222	248	452	287	830	142	149	88	439
Unweighted base	1204	599	605	371	396	438	225	234	456	290	783	148	186	88	504
Base															
Always	20%	16%	25%	11%	16%	32%	23%	21%	21%	17%	22%	19%	16%	18%	20%
			A			C.D								*	
Often	16%	16%	16%	13%	17%	19%	13%	17%	18%	16%	17%	15%	14%	16%	17%
						C								*	
Sometimes	20%	21%	19%	23%	20%	17%	22%	24%	17%	19%	18%	28%	23%	13%	19%
								H				J.M		*	
Rarely	20%	22%	19%	25%	22%	15%	21%	17%	21%	21%	20%	18%	23%	23%	18%
				E	E									*	
Never	19%	21%	18%	22%	21%	16%	18%	18%	20%	22%	19%	17%	18%	27%	20%
				E										*	
Don't know	4%	5%	3%	7%	4%	1%	4%	4%	3%	6%	4%	3%	6%	3%	5%
				E	E									*	

ZYP_q5. In general, how safe, if at all, do you think your online logins are from hackers?

	1209	536	673	327	402	480	222	248	452	287	830	142	149	88	439
Unweighted base	1204	599	605	371	396	438	225	234	456	290	783	148	186	88	504
Base															
Very safe	11%	13%	9%	12%	10%	11%	10%	10%	12%	12%	11%	14%	11%	4%	12%
												M		*	
Somewhat safe	49%	51%	47%	47%	47%	54%	46%	56%	48%	48%	53%	41%	40%	52%	46%
						D		F			K.L			*	
Not very safe	21%	20%	22%	19%	23%	21%	22%	20%	20%	23%	22%	19%	19%	20%	18%
														*	
Not safe at all	7%	6%	9%	7%	9%	6%	9%	7%	7%	5%	6%	6%	13%	6%	8%
												J		*	
Don't know	11%	10%	13%	15%	12%	8%	12%	7%	13%	12%	8%	19%	17%	18%	16%
				E					G			J	J	J*	P.Q

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (**), Small Base: 100 (*)

**Internal
PW**

US_nat Sample: 11th - 12th October 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Not applicable - I never share my important passwords with anyone	39%	34%	30%	31%	29%	51%	40%	49%	28%	27%	43%	43%	31%	30%
					**	R.W	*	R.W	*		X	AA,AB		

ZYP_q4. How often, if ever, do you write down a new online login (username and/or password) in order to remember it?

Unweighted base	1209	414	228	128	588	27	130	64	344	56	326	883	480	325	254
Base	1204	379	207	115	565	26	117	60	383	53	325	879	494	312	234
Always	20%	21%	17%	24%	25%	10%	20%	25%	15%	12%	16%	22%	17%	20%	24%
					V,W	**		V*	*	*		X			Z
Often	16%	14%	18%	17%	18%	29%	21%	13%	12%	14%	17%	16%	18%	17%	18%
					V	**	V	*		*			AC	AC	AC
Sometimes	20%	20%	23%	15%	17%	17%	14%	25%	24%	26%	21%	19%	21%	20%	20%
					**	*		*	R,T	*					
Rarely	20%	23%	19%	20%	18%	4%	22%	24%	23%	24%	21%	20%	18%	23%	20%
					**	**		*	*	*					
Never	19%	19%	18%	21%	20%	29%	21%	11%	19%	17%	23%	18%	22%	18%	17%
					**	**		*	*	*					
Don't know	4%	3%	3%	2%	2%	10%	1%	2%	7%	6%	2%	5%	4%	2%	0%
					**	**		*	R,T	R*			AB		

ZYP_q5. In general, how safe, if at all, do you think your online logins are from hackers?

Unweighted base	1209	414	228	128	588	27	130	64	344	56	326	883	480	325	254
Base	1204	379	207	115	565	26	117	60	383	53	325	879	494	312	234
Very safe	11%	12%	9%	9%	10%	10%	13%	10%	13%	8%	10%	11%	13%	11%	9%
					**	**		*	*	*					
Somewhat safe	49%	47%	55%	59%	52%	46%	41%	47%	46%	64%	51%	49%	42%	56%	56%
			N.O	N.O	T	**		*	*	T,V*			Z	Z	Z
Not very safe	21%	22%	23%	26%	22%	25%	27%	26%	19%	8%	24%	20%	21%	19%	26%
					W	**	W	W*	W	*					AC
Not safe at all	7%	7%	6%	4%	8%	7%	9%	2%	7%	4%	6%	8%	9%	6%	4%
					**	**		*	*	*			AB		
Don't know	11%	12%	6%	1%	8%	13%	11%	15%	15%	16%	10%	12%	15%	8%	4%
		P,Q	Q		**	**		*	R	*			AA,AB		

Cell Contents (Col

**Internal
PW**

US_nat Sample: 11th - 12th October 2018



	Total	Prefer not to say
Not applicable - I never share my important passwords with anyone	39%	51%
		AA.AB

ZYP_q4. How often, if ever, do you write down a new online login (username and/or password) in order to remember it?

	1209	150
Unweighted base	1209	150
Base	1204	163
Always	20%	24%
Often	16%	9%
Sometimes	20%	14%
Rarely	20%	22%
Never	19%	18%
Don't know	4%	12%
		Z.AA.AB

ZYP_q5. In general, how safe, if at all, do you think your online logins are from hackers?

	1209	150
Unweighted base	1209	150
Base	1204	163
Very safe	11%	10%
Somewhat safe	49%	48%
Not very safe	21%	16%
Not safe at all	7%	9%
Don't know	11%	17%
		AA.AB

Cell Contents (Col)