

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 1130 adults. Fieldwork was undertaken between 8th - 11th September 2017. 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_net Sample: 8th - 11th September 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZYP_q1. Thinking overall about the password 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	616	116	102	96
Base: All US adults	1110	551	558	359	359	392	225	230	397	257	726	132	165	88
All of them	6%	6%	5%	10%	6%	2%	8%	4%	5%	6%	3%	8%	14%	7%
Most of them	22%	23%	21%	34%	20%	13%	26%	19%	24%	18%	21%	27%	23%	20%
Some of them	42%	41%	42%	32%	44%	48%	35%	45%	40%	46%	45%	30%	38%	45%
None of them	22%	22%	21%	13%	21%	30%	22%	21%	21%	22%	23%	21%	16%	14%
Don't know	9%	8%	10%	12%	10%	6%	9%	11%	10%	6%	8%	15%	7%	13%
Net: Same password	28%	29%	26%	43%	26%	15%	34%	23%	29%	24%	24%	35%	36%	28%
Net: Different passwords	22%	22%	21%	13%	21%	30%	22%	21%	21%	22%	23%	21%	18%	14%

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	616	116	102	96
Base: All US adults	1110	551	558	359	359	392	225	230	397	257	726	132	165	88
Yes, more than once	13%	13%	13%	16%	14%	9%	11%	14%	13%	13%	11%	13%	17%	15%
Yes, but only once	22%	23%	21%	26%	21%	18%	25%	24%	20%	21%	21%	29%	24%	20%
No, never	53%	53%	52%	46%	51%	60%	50%	52%	54%	53%	56%	46%	45%	44%
Don't know / can't recall	13%	12%	14%	13%	12%	13%	15%	10%	13%	13%	12%	12%	14%	21%

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	616	116	102	96
Base: All US adults	1110	551	558	359	359	392	225	230	397	257	726	132	165	88
Yes, more than once	8%	8%	8%	13%	8%	5%	9%	8%	8%	9%	7%	10%	11%	12%
Yes, but only once	14%	19%	10%	15%	16%	12%	14%	13%	16%	13%	12%	18%	21%	16%
No, never	66%	64%	68%	61%	62%	75%	65%	65%	66%	67%	72%	56%	56%	50%
Don't know / can't recall	11%	9%	13%	12%	14%	8%	11%	15%	10%	10%	9%	15%	12%	22%

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	616	116	102	96
Base: All US adults	1110	551	558	359	359	392	225	230	397	257	726	132	165	88
Family members	32%	29%	34%	30%	29%	35%	29%	28%	30%	40%	34%	18%	24%	48%
Close friends	10%	11%	8%	17%	9%	4%	11%	7%	11%	8%	9%	9%	11%	16%
Significant other	34%	35%	33%	36%	34%	30%	32%	34%	35%	33%	35%	24%	42%	24%
Coworker	5%	7%	4%	8%	4%	4%	6%	4%	5%	6%	6%	3%	2%	6%
Another person	3%	4%	3%	8%	1%	1%	1%	5%	5%	1%	3%	3%	8%	3%
Not applicable - I never share my important passwords with anyone	38%	38%	39%	29%	45%	41%	38%	44%	37%	36%	38%	54%	31%	34%

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	616	116	102	96
Base: All US adults	1110	551	558	359	359	392	225	230	397	257	726	132	165	88
Always	22%	19%	25%	10%	17%	38%	25%	23%	17%	25%	23%	15%	22%	26%
Often	18%	19%	16%	13%	19%	21%	23%	15%	19%	14%	20%	18%	14%	11%
Sometimes	19%	19%	20%	23%	17%	18%	17%	19%	22%	18%	18%	22%	23%	22%
Rarely	17%	18%	16%	21%	18%	12%	16%	18%	14%	21%	16%	21%	17%	17%
Never	19%	21%	17%	25%	23%	10%	14%	19%	22%	19%	20%	17%	19%	13%
Don't know	5%	4%	6%	8%	5%	2%	5%	6%	5%	3%	4%	7%	4%	10%

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	616	116	102	96
Base: All US adults	1110	551	558	359	359	392	225	230	397	257	726	132	165	88
Very safe	8%	9%	9%	9%	8%	9%	7%	12%	8%	7%	7%	7%	14%	7%
Somewhat safe	45%	49%	41%	44%	41%	50%	41%	49%	40%	52%	49%	37%	36%	44%
Not very safe	24%	25%	23%	24%	26%	22%	29%	18%	25%	22%	22%	26%	30%	22%
Not safe at all	11%	9%	13%	9%	13%	11%	10%	9%	13%	9%	10%	13%	12%	10%
Don't know	12%	9%	15%	15%	12%	9%	13%	12%	13%	9%	12%	17%	8%	16%
Net: Safe	53%	58%	49%	53%	49%	58%	48%	61%	48%	59%	56%	44%	50%	51%
Net: Not safe	35%	33%	36%	32%	39%	33%	39%	27%	38%	32%	33%	39%	42%	33%

Cell Contents (Column Percentages)

YouGov NY

Passwords

US_nat Sample: 8th - 11th September 2017



Total	Education					Marital Status					Children under the age of 18	
	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No

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

Unweighted base	1130	416	380	218	116	562	21	118	56	336	37	303	827
Base: All US adults	1110	464	354	189	101	539	21	107	47	357	39	318	791
All of them	6%	8%	3%	7%	2%	6%	14%	3%	8%	6%	2%	9%	4%
Most of them	22%	22%	22%	23%	17%	17%	28%	27%	8%	29%	26%	29%	19%
Some of them	42%	35%	42%	50%	57%	46%	39%	43%	45%	36%	35%	38%	43%
None of them	22%	24%	24%	16%	16%	23%	7%	23%	27%	19%	29%	15%	24%
Don't know	9%	11%	9%	5%	8%	8%	13%	4%	11%	11%	9%	8%	10%
Net: Same password	28%	30%	25%	29%	20%	23%	41%	29%	16%	35%	28%	39%	23%
Net: Different passwords	22%	24%	24%	16%	16%	23%	7%	23%	27%	19%	29%	15%	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	416	380	218	116	562	21	118	56	336	37	303	827
Base: All US adults	1110	464	354	189	101	539	21	107	47	357	39	318	791
Yes, more than once	13%	13%	11%	16%	10%	14%	27%	9%	13%	11%	3%	21%	9%
Yes, but only once	22%	20%	23%	22%	20%	20%	32%	16%	22%	24%	39%	24%	21%
No, never	53%	51%	54%	52%	57%	52%	32%	61%	54%	52%	47%	43%	56%
Don't know / can't recall	13%	16%	12%	10%	6%	13%	8%	14%	11%	13%	11%	12%	13%

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	416	380	218	116	562	21	118	56	336	37	303	827
Base: All US adults	1110	464	354	189	101	539	21	107	47	357	39	318	791
Yes, more than once	8%	10%	5%	11%	6%	7%	22%	10%	14%	9%	4%	11%	7%
Yes, but only once	14%	15%	16%	12%	10%	16%	24%	12%	-	14%	11%	17%	13%
No, never	66%	63%	66%	68%	74%	66%	41%	66%	76%	65%	75%	58%	69%
Don't know / can't recall	11%	12%	12%	9%	10%	11%	13%	12%	9%	12%	10%	14%	10%

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	416	380	218	116	562	21	118	56	336	37	303	827
Base: All US adults	1110	464	354	189	101	539	21	107	47	357	39	318	791
Family members	32%	28%	33%	38%	32%	33%	26%	33%	37%	30%	29%	32%	31%
Close friends	10%	10%	10%	9%	11%	7%	14%	7%	-	15%	11%	11%	9%
Significant other	34%	31%	33%	37%	42%	49%	26%	11%	12%	19%	59%	44%	30%
Coworker	5%	4%	4%	8%	11%	5%	9%	6%	5%	5%	15%	7%	5%
Another person	3%	5%	3%	4%	-	4%	-	1%	-	4%	10%	5%	3%
Not applicable - I never share my important passwords with anyone	38%	40%	41%	34%	29%	27%	34%	54%	53%	49%	33%	29%	42%

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	416	380	218	116	562	21	118	56	336	37	303	827
Base: All US adults	1110	464	354	189	101	539	21	107	47	357	39	318	791
Always	22%	24%	17%	27%	20%	28%	7%	17%	35%	15%	20%	17%	24%
Often	18%	17%	16%	21%	22%	18%	14%	19%	15%	18%	18%	18%	18%
Sometimes	19%	18%	21%	21%	19%	19%	21%	21%	28%	18%	22%	23%	18%
Rarely	17%	16%	20%	11%	20%	14%	25%	18%	6%	22%	15%	17%	17%
Never	19%	19%	22%	18%	16%	18%	30%	22%	9%	21%	17%	20%	19%
Don't know	5%	6%	5%	3%	3%	4%	5%	4%	8%	5%	8%	5%	5%

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

Unweighted base	1130	416	380	218	116	562	21	118	56	336	37	303	827
Base: All US adults	1110	464	354	189	101	539	21	107	47	357	39	318	791
Very safe	8%	9%	9%	9%	5%	10%	8%	6%	5%	8%	2%	8%	8%
Somewhat safe	45%	41%	44%	51%	55%	45%	27%	51%	56%	41%	62%	43%	46%
Not very safe	24%	24%	24%	23%	25%	24%	21%	18%	16%	21%	16%	22%	25%
Not safe at all	11%	11%	12%	9%	9%	11%	16%	12%	10%	10%	5%	14%	9%
Don't know	12%	16%	11%	8%	5%	11%	28%	13%	12%	12%	14%	13%	12%
Net: Safe	53%	49%	53%	60%	60%	55%	35%	56%	61%	49%	64%	51%	54%
Net: Not safe	35%	35%	36%	32%	35%	35%	37%	30%	27%	38%	21%	35%	34%

YouGov NY

Passwords

US_nat Sample: 8th - 11th September 2017



Total	Income				Social networks membership														
	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	

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	412	322	244	152	902	419	320	322	77	294	109	354	4	181	23	22	14	129
Base: All US adults	1110	437	308	222	142	890	419	301	332	80	269	112	357	4	185	26	21	14	121
All of them	6%	7%	6%	5%	1%	6%	6%	5%	8%	10%	5%	7%	6%	-	10%	33%	15%	-	3%
Most of them	22%	25%	21%	22%	14%	23%	21%	21%	26%	26%	22%	20%	27%	-	29%	31%	13%	10%	11%
Some of them	42%	39%	44%	50%	35%	44%	45%	50%	40%	39%	49%	48%	42%	81%	42%	20%	37%	6%	35%
None of them	22%	20%	25%	18%	24%	20%	21%	19%	18%	17%	17%	14%	18%	19%	10%	10%	27%	12%	33%
Don't know	9%	9%	4%	5%	26%	7%	6%	5%	8%	17%	7%	11%	6%	-	9%	6%	7%	73%	17%
Net: Same password	28%	32%	27%	27%	15%	29%	28%	26%	34%	35%	27%	27%	33%	-	39%	64%	29%	10%	15%
Net: Different passwords	22%	20%	25%	18%	24%	20%	21%	19%	18%	17%	17%	14%	18%	19%	10%	10%	27%	12%	33%

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	412	322	244	152	902	419	320	322	77	294	109	354	4	181	23	22	14	129
Base: All US adults	1110	437	308	222	142	890	419	301	332	80	269	112	357	4	185	26	21	14	121
Yes, more than once	13%	11%	15%	12%	11%	13%	14%	17%	16%	26%	11%	18%	16%	30%	20%	36%	11%	18%	5%
Yes, but only once	22%	22%	23%	26%	13%	23%	26%	29%	22%	25%	28%	22%	25%	51%	22%	33%	38%	10%	16%
No, never	55%	53%	53%	52%	52%	53%	53%	49%	44%	36%	53%	43%	52%	19%	48%	16%	29%	22%	59%
Don't know / can't recall	13%	14%	9%	9%	24%	11%	9%	7%	10%	14%	11%	10%	10%	-	10%	15%	23%	50%	20%

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	412	322	244	152	902	419	320	322	77	294	109	354	4	181	23	22	14	129
Base: All US adults	1110	437	308	222	142	890	419	301	332	80	269	112	357	4	185	26	21	14	121
Yes, more than once	8%	9%	7%	8%	8%	8%	9%	9%	10%	15%	7%	14%	8%	-	11%	38%	7%	18%	5%
Yes, but only once	14%	14%	17%	14%	11%	14%	16%	18%	21%	26%	12%	17%	14%	-	17%	3%	13%	6%	15%
No, never	66%	64%	68%	70%	61%	67%	66%	65%	58%	49%	72%	61%	69%	100%	65%	39%	59%	27%	64%
Don't know / can't recall	11%	13%	7%	8%	20%	10%	9%	8%	10%	10%	9%	7%	9%	-	7%	20%	21%	50%	16%

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	412	322	244	152	902	419	320	322	77	294	109	354	4	181	23	22	14	129
Base: All US adults	1110	437	308	222	142	890	419	301	332	80	269	112	357	4	185	26	21	14	121
Family members	32%	25%	36%	39%	32%	34%	35%	39%	34%	37%	38%	42%	36%	27%	39%	39%	54%	10%	21%
Close friends	10%	9%	10%	11%	10%	10%	13%	12%	14%	22%	10%	22%	13%	30%	17%	22%	20%	24%	4%
Significant other	34%	29%	37%	49%	19%	37%	40%	36%	40%	36%	45%	45%	39%	24%	41%	27%	45%	10%	23%
Coworker	5%	5%	5%	9%	3%	6%	6%	6%	6%	18%	7%	13%	8%	27%	9%	25%	14%	-	-
Another person	3%	4%	3%	3%	2%	3%	4%	3%	5%	12%	3%	8%	4%	-	6%	11%	11%	14%	4%
Not applicable - I never share my important passwords with anyone	38%	45%	37%	24%	45%	37%	35%	32%	34%	32%	30%	25%	32%	19%	26%	39%	21%	43%	54%

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	412	322	244	152	902	419	320	322	77	294	109	354	4	181	23	22	14	129
Base: All US adults	1110	437	308	222	142	890	419	301	332	80	269	112	357	4	185	26	21	14	121
Always	22%	20%	28%	21%	18%	23%	20%	24%	17%	13%	22%	18%	18%	27%	14%	27%	31%	-	24%
Often	18%	16%	18%	23%	15%	18%	18%	20%	18%	15%	16%	18%	16%	-	20%	13%	12%	-	19%
Sometimes	19%	21%	18%	20%	14%	20%	23%	18%	22%	28%	20%	26%	20%	30%	23%	22%	14%	-	15%
Rarely	17%	17%	15%	17%	18%	18%	18%	18%	18%	26%	23%	25%	20%	24%	22%	22%	19%	15%	15%
Never	19%	21%	18%	18%	18%	19%	19%	19%	20%	18%	15%	18%	21%	19%	22%	13%	17%	6%	18%
Don't know	5%	4%	2%	2%	15%	3%	2%	2%	5%	3%	3%	-	3%	-	2%	3%	7%	79%	9%

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

Unweighted base	1130	412	322	244	152	902	419	320	322	77	294	109	354	4	181	23	22	14	129
Base: All US adults	1110	437	308	222	142	890	419	301	332	80	269	112	357	4	185	26	21	14	121
Very safe	8%	7%	10%	9%	7%	8%	11%	9%	10%	13%	8%	11%	10%	19%	9%	23%	19%	-	6%
Somewhat safe	45%	40%	53%	54%	28%	47%	49%	51%	47%	34%	45%	51%	45%	27%	44%	37%	37%	6%	39%
Not very safe	24%	28%	18%	25%	21%	24%	23%	20%	21%	23%	24%	22%	25%	30%	26%	25%	28%	-	21%
Not safe at all	11%	12%	8%	9%	16%	10%	8%	14%	11%	19%	14%	10%	11%	24%	11%	12%	15%	17%	12%
Don't know	12%	12%	10%	4%	28%	10%	8%	7%	10%	11%	10%	6%	9%	-	7%	3%	7%	78%	22%
Net: Safe	53%	48%	63%	62%	35%	56%	60%	59%	57%	47%	53%	62%	56%	46%	59%	60%	57%	6%	45%
Net: Not safe	35%	40%	26%	34%	37%	34%	32%	34%	32%	42%	38%	31%	36%	54%	39%	37%	37%	17%	33%