



## PUBLIC POLL FINDINGS AND METHODOLOGY

### Seven in ten Americans say they have been spending more time online this year than ever before

Less than half, however, feel confident about the security of their online accounts

#### Topline Findings

**Washington, DC, February 8, 2021** – A new Google/Ipsos poll finds that 70% of Americans agree that they have been spending more time online this year than ever before. A majority also admit that they are more concerned now about their online safety, being hacked, and their privacy online than ever. When it comes to the security of their online accounts, less than half report being confident in these – and three quarters admit that they reuse a password for different online accounts at least occasionally.

#### Detailed Findings

- Seven in ten Americans say that they have been spending more time online this year than ever before. Another 66% also report that they are communicating / connecting more online (i.e. via video calling, email) this year than ever before.
  - Most adults surveyed say that they have used a video conferencing / online meeting service (i.e. Zoom, Google Meet / Hangouts, Microsoft Teams) for work (60%) – and an even greater proportion have done so to connect with family or friends (67%).
  - Among those who have used video conferencing/online meeting services in the past year, 84% say that they are using these technologies more for work compared to last year, and 87% say the same thing of using these technologies to connect with loved ones.
  - Most Americans have bought something online in the past year (92%) – with 65% among this segment saying they did this more in 2020 compared to the previous year.

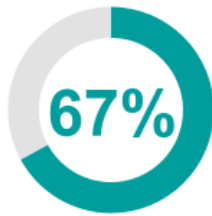
### Majority of Americans say that they are communicating / connecting more online this year than ever before



60% of Americans have used a video conferencing / online meeting service (i.e. Zoom, Google Meet / Hangouts, Microsoft Teams) **at work**



**84%** used these technologies more in 2020 compared to 2019



67% Of Americans have used a video conferencing / online meeting service (i.e. Zoom, Google Meet / Hangouts, Microsoft Teams) **with family or friends**



**87%** used these technologies more in 2020 compared to 2019

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2. A majority (56%) report being more concerned about their online safety now than ever before. Similarly, more than half report heightened concerns when it comes to their online privacy (59%) and getting hacked (53%). On the other hand, fewer (46%) agree that they are confident about the security of their online accounts.
  - 89% say that they need to reset their passwords at least occasionally, if not more often.
  - Three quarters (73%) also admit that they reuse a password for different online accounts at least occasionally – including more than one in three who say they do this always/frequently (37%).

### Many Americans express concern over online safety

In contrast, less than half report feeling confident about the security of their online account

Thinking about the time you have spent online in 2020, to what extent do you agree or disagree with the following statements? % Strongly agree/Agree



These are the findings of an Ipsos poll conducted between December 18-22, 2020, on behalf of Google. For this survey, a sample of 3,156 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 2.0 percentage points for all respondents.

For full results, please refer to the following annotated questionnaire:

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### Full Annotated Questionnaire

- Thinking about the time you have spent online in 2020, to what extent do you agree or disagree with the following statements?

#### Total Agree Summary

	<b>Total (N=3156)</b>	<b>TX (N=568)</b>	<b>NY (N=573)</b>	<b>WA (N=518)</b>	<b>IL (N=542)</b>	<b>D.C. (N=177)</b>
I have been spending more time online this year than ever before	70%	70%	75%	71%	72%	70%
I am communicating / connecting more online (i.e. via video calling, email) this year than ever before	66%	68%	70%	67%	67%	71%
I am more concerned about my privacy online than ever before	59%	62%	64%	58%	61%	57%
I am more concerned about my online safety than ever before	56%	60%	60%	56%	57%	50%
I am more concerned about getting hacked than ever before	53%	57%	55%	57%	53%	50%
I check the privacy and/or security settings of my online accounts more than ever before	52%	61%	54%	56%	50%	51%
I feel confident about the security of my online accounts	46%	47%	49%	46%	47%	47%
I have opened more new online accounts this year than in previous years	34%	41%	37%	34%	31%	33%
<b>[Asked of parents only]</b> I am more concerned about my child's time spent online this year than ever before	<b>(N=924)</b> 65%	<b>(N=196)</b> 66%	<b>(N=197)</b> 67%	<b>(N=187)</b> 70%	<b>(N=147)</b> 62%	<b>(N=55)</b> 63%



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a. I have been spending more time online this year than ever before

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Strongly Agree	28%	30%	32%	24%	26%	35%
Agree	42%	40%	43%	47%	45%	34%
Neither Agree nor Disagree	17%	18%	13%	18%	17%	16%
Disagree	9%	9%	7%	8%	8%	12%
Strongly Disagree	3%	3%	3%	3%	3%	1%
Don't know	1%	0%	1%	1%	1%	1%
<i>Agree (Net)</i>	<i>70%</i>	<i>70%</i>	<i>75%</i>	<i>71%</i>	<i>72%</i>	<i>70%</i>
<i>Disagree (Net)</i>	<i>12%</i>	<i>12%</i>	<i>10%</i>	<i>11%</i>	<i>11%</i>	<i>13%</i>

b. I have opened more new online accounts this year than in previous years

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Strongly Agree	11%	13%	12%	8%	10%	10%
Agree	24%	28%	25%	26%	21%	23%
Neither Agree nor Disagree	21%	21%	22%	20%	21%	21%
Disagree	28%	24%	25%	32%	29%	31%
Strongly Disagree	15%	12%	15%	13%	17%	14%
Don't know	2%	2%	2%	1%	1%	2%
<i>Agree (Net)</i>	<i>34%</i>	<i>41%</i>	<i>37%</i>	<i>34%</i>	<i>31%</i>	<i>33%</i>
<i>Disagree (Net)</i>	<i>43%</i>	<i>35%</i>	<i>39%</i>	<i>45%</i>	<i>47%</i>	<i>44%</i>

c. I am communicating / connecting more online (i.e. via video calling, email) this year than ever before

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Strongly Agree	27%	28%	33%	25%	26%	28%
Agree	39%	40%	36%	42%	41%	43%
Neither Agree nor Disagree	19%	19%	16%	20%	18%	14%
Disagree	10%	8%	8%	9%	8%	12%
Strongly Disagree	5%	4%	5%	3%	6%	2%
Don't know	1%	1%	1%	0%	0%	1%
<i>Agree (Net)</i>	<i>66%</i>	<i>68%</i>	<i>70%</i>	<i>67%</i>	<i>67%</i>	<i>71%</i>
<i>Disagree (Net)</i>	<i>15%</i>	<i>13%</i>	<i>14%</i>	<i>13%</i>	<i>15%</i>	<i>14%</i>

d. I am more concerned about my online safety than ever before

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Strongly Agree	17%	20%	18%	15%	14%	20%
Agree	39%	40%	42%	42%	42%	30%
Neither Agree nor Disagree	28%	25%	25%	31%	28%	32%
Disagree	11%	11%	10%	9%	10%	12%
Strongly Disagree	4%	4%	4%	2%	4%	3%
Don't know	1%	0%	1%	2%	1%	2%
<i>Agree (Net)</i>	<i>56%</i>	<i>60%</i>	<i>60%</i>	<i>56%</i>	<i>57%</i>	<i>50%</i>
<i>Disagree (Net)</i>	<i>15%</i>	<i>15%</i>	<i>14%</i>	<i>11%</i>	<i>14%</i>	<i>16%</i>





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e. I am more concerned about getting hacked than ever before

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Strongly Agree	16%	17%	18%	16%	14%	15%
Agree	37%	40%	37%	40%	39%	35%
Neither Agree nor Disagree	29%	25%	25%	28%	29%	29%
Disagree	13%	12%	14%	12%	13%	14%
Strongly Disagree	4%	4%	4%	3%	4%	5%
Don't know	1%	2%	1%	1%	1%	2%
<i>Agree (Net)</i>	<i>53%</i>	<i>57%</i>	<i>55%</i>	<i>57%</i>	<i>53%</i>	<i>50%</i>
<i>Disagree (Net)</i>	<i>17%</i>	<i>16%</i>	<i>18%</i>	<i>14%</i>	<i>17%</i>	<i>19%</i>

f. I am more concerned about my privacy online than ever before

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Strongly Agree	19%	22%	21%	19%	15%	22%
Agree	40%	40%	43%	40%	46%	35%
Neither Agree nor Disagree	24%	23%	21%	24%	23%	29%
Disagree	13%	12%	10%	15%	12%	9%
Strongly Disagree	3%	3%	3%	2%	4%	3%
Don't know	1%	1%	2%	1%	1%	1%
<i>Agree (Net)</i>	<i>59%</i>	<i>62%</i>	<i>64%</i>	<i>58%</i>	<i>61%</i>	<i>57%</i>
<i>Disagree (Net)</i>	<i>15%</i>	<i>15%</i>	<i>13%</i>	<i>17%</i>	<i>16%</i>	<i>12%</i>

g. I check the privacy and/or security settings of my online accounts more than ever before

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Strongly Agree	15%	18%	16%	13%	13%	16%
Agree	37%	43%	38%	42%	37%	35%
Neither Agree nor Disagree	31%	25%	26%	33%	31%	28%
Disagree	13%	11%	14%	9%	14%	18%
Strongly Disagree	3%	3%	4%	2%	4%	2%
Don't know	1%	1%	1%	1%	1%	2%
<i>Agree (Net)</i>	<i>52%</i>	<i>61%</i>	<i>54%</i>	<i>56%</i>	<i>50%</i>	<i>51%</i>
<i>Disagree (Net)</i>	<i>16%</i>	<i>14%</i>	<i>19%</i>	<i>11%</i>	<i>18%</i>	<i>20%</i>

h. I feel confident about the security of my online accounts

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Strongly Agree	10%	13%	12%	7%	9%	13%
Agree	36%	34%	37%	39%	38%	35%
Neither Agree nor Disagree	33%	33%	32%	31%	32%	32%
Disagree	16%	14%	14%	20%	16%	14%
Strongly Disagree	4%	5%	4%	3%	4%	5%
Don't know	1%	1%	1%	1%	1%	2%
<i>Agree (Net)</i>	<i>46%</i>	<i>47%</i>	<i>49%</i>	<i>46%</i>	<i>47%</i>	<i>47%</i>
<i>Disagree (Net)</i>	<i>20%</i>	<i>19%</i>	<i>18%</i>	<i>22%</i>	<i>20%</i>	<i>19%</i>





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- i. **[Asked of parents only]** I am more concerned about my child's time spent online this year than ever before

	<b>Total (N=924)</b>	<b>TX (N=196)</b>	<b>NY (N=197)</b>	<b>WA (N=187)</b>	<b>IL (N=147)</b>	<b>D.C. (N=55)</b>
Strongly Agree	27%	29%	31%	25%	24%	22%
Agree	38%	37%	35%	44%	39%	42%
Neither Agree nor Disagree	18%	20%	18%	18%	18%	14%
Disagree	10%	10%	8%	8%	12%	20%
Strongly Disagree	5%	4%	6%	2%	5%	2%
Don't know	2%	1%	3%	2%	2%	0%
<i>Agree (Net)</i>	<i>65%</i>	<i>66%</i>	<i>67%</i>	<i>70%</i>	<i>62%</i>	<i>63%</i>
<i>Disagree (Net)</i>	<i>14%</i>	<i>13%</i>	<i>13%</i>	<i>10%</i>	<i>17%</i>	<i>23%</i>

2. Which of the following have you done in 2020?

### Yes Summary

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Bought something online	92%	91%	91%	92%	92%	89%
Watched content online (YouTube, Netflix, Hulu, Amazon Prime, etc)	86%	88%	87%	91%	87%	85%
Consumed news online	80%	78%	81%	84%	80%	76%
Used a video conferencing / online meeting service (i.e. Zoom, Google Meet / Hangouts, Microsoft Teams) with family or friends	67%	63%	71%	71%	68%	72%
Used an online takeout / food delivery service	61%	64%	61%	62%	63%	66%
Used contactless payments	61%	63%	63%	64%	59%	57%
Used a video conferencing / online meeting service (i.e. Zoom, Google Meet / Hangouts, Microsoft Teams) at work	60%	59%	62%	63%	63%	64%
Online grocery shopping	52%	60%	58%	53%	45%	51%
Worked from home / worked remotely	47%	47%	47%	50%	49%	52%
Participated in online schooling (either yourself or with children)	38%	42%	41%	38%	34%	44%

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### a. Worked from home / worked remotely

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Yes	47%	47%	47%	50%	49%	52%
No	51%	51%	50%	49%	50%	44%
Don't know	2%	2%	3%	1%	1%	4%

### b. Used a video conferencing / online meeting service (i.e. Zoom, Google Meet / Hangouts, Microsoft Teams) at work

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Yes	60%	59%	62%	63%	63%	64%
No	38%	39%	35%	35%	36%	31%
Don't know	2%	2%	3%	2%	1%	5%

### c. Used a video conferencing / online meeting service (i.e. Zoom, Google Meet / Hangouts, Microsoft Teams) with family or friends

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Yes	67%	63%	71%	71%	68%	72%
No	31%	34%	26%	29%	30%	23%
Don't know	2%	2%	2%	1%	1%	5%

### d. Online grocery shopping

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Yes	52%	60%	58%	53%	45%	51%
No	47%	38%	39%	46%	53%	48%
Don't know	2%	2%	2%	1%	2%	1%

### e. Used an online takeout / food delivery service

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Yes	61%	64%	61%	62%	63%	66%
No	37%	35%	37%	36%	36%	32%
Don't know	1%	1%	2%	1%	1%	2%

### f. Used contactless payments

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Yes	61%	63%	63%	64%	59%	57%
No	35%	33%	31%	32%	38%	35%
Don't know	4%	3%	6%	3%	3%	7%

### g. Bought something online

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Yes	92%	91%	91%	92%	92%	89%
No	7%	8%	6%	7%	7%	9%
Don't know	1%	1%	2%	0%	1%	2%

### h. Consumed news online

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Yes	80%	78%	81%	84%	80%	76%
No	17%	19%	16%	14%	18%	20%
Don't know	2%	3%	3%	2%	2%	4%



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i. Watched content online (YouTube, Netflix, Hulu, Amazon Prime, etc)

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Yes	86%	88%	87%	91%	87%	85%
No	12%	11%	12%	9%	12%	11%
Don't know	1%	1%	2%	0%	1%	4%

j. Participated in online schooling (either yourself or with children)

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Yes	38%	42%	41%	38%	34%	44%
No	60%	56%	57%	61%	64%	54%
Don't know	2%	3%	2%	1%	2%	2%

3. How does the amount that you have been doing these activities this year compare to last year?

### Total Doing More Summary

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Used a video conferencing / online meeting service (i.e. Zoom, Google Meet / Hangouts, Microsoft Teams) with family or friends	87%	87%	88%	86%	90%	86%
Used a video conferencing / online meeting service (i.e. Zoom, Google Meet / Hangouts, Microsoft Teams) at work	84%	85%	81%	86%	85%	86%
Participated in online schooling (either yourself or with children)	81%	76%	82%	84%	83%	71%
Online grocery shopping	79%	80%	80%	82%	80%	77%
Worked from home / worked remotely	78%	74%	84%	77%	78%	83%
Used an online takeout / food delivery service	75%	75%	81%	75%	73%	77%
Used contactless payments	73%	72%	77%	70%	71%	74%
Watched content online (YouTube, Netflix, Hulu, Amazon Prime, etc)	69%	70%	75%	74%	68%	67%
Bought something online	65%	72%	71%	65%	64%	59%
Consumed news online	60%	63%	73%	63%	56%	56%







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### a. Worked from home / worked remotely

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Doing this a lot more this year than last year	57%	53%	63%	54%	61%	59%
Doing this a little more this year than last year	21%	21%	21%	23%	17%	24%
Doing this about the same this year as last year	16%	16%	12%	19%	17%	12%
Doing this a little less this year than last year	3%	6%	1%	2%	3%	3%
Doing this a lot less this year than last year	1%	2%	2%	1%	1%	2%
Don't know	1%	3%	1%	1%	0%	0%
<i>Doing more (Net)</i>	<b>78%</b>	<b>74%</b>	<b>84%</b>	<b>77%</b>	<b>78%</b>	<b>83%</b>
<i>Doing less (Net)</i>	<b>4%</b>	<b>7%</b>	<b>3%</b>	<b>3%</b>	<b>5%</b>	<b>5%</b>

### b. Used a video conferencing / online meeting service (i.e. Zoom, Google Meet / Hangouts, Microsoft Teams) at work

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Doing this a lot more this year than last year	61%	61%	62%	60%	59%	64%
Doing this a little more this year than last year	23%	24%	19%	25%	26%	22%
Doing this about the same this year as last year	11%	10%	12%	10%	11%	11%
Doing this a little less this year than last year	1%	0%	2%	1%	2%	2%
Doing this a lot less this year than last year	1%	2%	1%	2%	2%	1%
Don't know	2%	2%	4%	2%	1%	1%
<i>Doing more (Net)</i>	<b>84%</b>	<b>85%</b>	<b>81%</b>	<b>86%</b>	<b>85%</b>	<b>86%</b>
<i>Doing less (Net)</i>	<b>3%</b>	<b>2%</b>	<b>3%</b>	<b>2%</b>	<b>4%</b>	<b>3%</b>





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- c. Used a video conferencing / online meeting service (i.e. Zoom, Google Meet / Hangouts, Microsoft Teams) with family or friends

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Doing this a lot more this year than last year	60%	57%	62%	60%	62%	61%
Doing this a little more this year than last year	27%	30%	26%	26%	28%	25%
Doing this about the same this year as last year	10%	10%	7%	11%	6%	10%
Doing this a little less this year than last year	2%	2%	3%	1%	2%	2%
Doing this a lot less this year than last year	1%	1%	1%	0%	1%	2%
Don't know	1%	1%	2%	1%	1%	0%
<i>Doing more (Net)</i>	<b>87%</b>	<b>87%</b>	<b>88%</b>	<b>86%</b>	<b>90%</b>	<b>86%</b>
<i>Doing less (Net)</i>	<b>2%</b>	<b>3%</b>	<b>3%</b>	<b>2%</b>	<b>3%</b>	<b>3%</b>

- d. Online grocery shopping

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Doing this a lot more this year than last year	46%	49%	47%	47%	46%	41%
Doing this a little more this year than last year	33%	31%	32%	35%	34%	36%
Doing this about the same this year as last year	15%	13%	14%	14%	15%	20%
Doing this a little less this year than last year	3%	4%	3%	2%	3%	2%
Doing this a lot less this year than last year	1%	2%	1%	2%	2%	1%
Don't know	1%	1%	1%	1%	1%	0%
<i>Doing more (Net)</i>	<b>79%</b>	<b>80%</b>	<b>80%</b>	<b>82%</b>	<b>80%</b>	<b>77%</b>
<i>Doing less (Net)</i>	<b>4%</b>	<b>6%</b>	<b>4%</b>	<b>4%</b>	<b>4%</b>	<b>2%</b>





## PUBLIC POLL FINDINGS AND METHODOLOGY

### e. Used an online takeout / food delivery service

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Doing this a lot more this year than last year	39%	43%	39%	43%	33%	38%
Doing this a little more this year than last year	36%	32%	42%	32%	40%	38%
Doing this about the same this year as last year	19%	21%	14%	17%	20%	17%
Doing this a little less this year than last year	3%	2%	4%	4%	5%	2%
Doing this a lot less this year than last year	1%	1%	0%	2%	1%	4%
Don't know	1%	1%	1%	1%	0%	0%
<i>Doing more (Net)</i>	<i>75%</i>	<i>75%</i>	<i>81%</i>	<i>75%</i>	<i>73%</i>	<i>77%</i>
<i>Doing less (Net)</i>	<i>5%</i>	<i>4%</i>	<i>4%</i>	<i>6%</i>	<i>7%</i>	<i>6%</i>

### f. Used contactless payments

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Doing this a lot more this year than last year	38%	39%	43%	37%	33%	40%
Doing this a little more this year than last year	35%	33%	34%	33%	38%	34%
Doing this about the same this year as last year	24%	23%	19%	27%	25%	16%
Doing this a little less this year than last year	2%	2%	2%	0%	3%	7%
Doing this a lot less this year than last year	1%	1%	1%	1%	1%	1%
Don't know	1%	1%	1%	1%	1%	2%
<i>Doing more (Net)</i>	<i>73%</i>	<i>72%</i>	<i>77%</i>	<i>70%</i>	<i>71%</i>	<i>74%</i>
<i>Doing less (Net)</i>	<i>3%</i>	<i>3%</i>	<i>3%</i>	<i>1%</i>	<i>3%</i>	<i>8%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

### g. Bought something online

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Doing this a lot more this year than last year	36%	39%	42%	33%	35%	31%
Doing this a little more this year than last year	29%	33%	30%	32%	29%	28%
Doing this about the same this year as last year	30%	24%	23%	30%	32%	35%
Doing this a little less this year than last year	3%	3%	4%	3%	3%	3%
Doing this a lot less this year than last year	1%	0%	0%	1%	1%	2%
Don't know	1%	1%	2%	1%	0%	1%
<i>Doing more (Net)</i>	<b>65%</b>	<b>72%</b>	<b>71%</b>	<b>65%</b>	<b>64%</b>	<b>59%</b>
<i>Doing less (Net)</i>	<b>4%</b>	<b>3%</b>	<b>4%</b>	<b>4%</b>	<b>4%</b>	<b>5%</b>

### h. Consumed news online

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Doing this a lot more this year than last year	29%	30%	36%	29%	27%	25%
Doing this a little more this year than last year	31%	33%	38%	35%	29%	31%
Doing this about the same this year as last year	36%	33%	24%	31%	40%	35%
Doing this a little less this year than last year	3%	3%	1%	4%	1%	6%
Doing this a lot less this year than last year	1%	0%	1%	1%	2%	2%
Don't know	1%	0%	1%	1%	0%	1%
<i>Doing more (Net)</i>	<b>60%</b>	<b>63%</b>	<b>73%</b>	<b>63%</b>	<b>56%</b>	<b>56%</b>
<i>Doing less (Net)</i>	<b>3%</b>	<b>3%</b>	<b>2%</b>	<b>4%</b>	<b>3%</b>	<b>7%</b>





## PUBLIC POLL FINDINGS AND METHODOLOGY

### i. Watched content online (YouTube, Netflix, Hulu, Amazon Prime, etc)

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Doing this a lot more this year than last year	40%	44%	47%	40%	38%	37%
Doing this a little more this year than last year	29%	25%	27%	34%	30%	30%
Doing this about the same this year as last year	28%	27%	22%	22%	29%	31%
Doing this a little less this year than last year	2%	3%	2%	2%	1%	0%
Doing this a lot less this year than last year	1%	0%	0%	1%	1%	1%
Don't know	1%	0%	1%	1%	1%	0%
<i>Doing more (Net)</i>	<b>69%</b>	<b>70%</b>	<b>75%</b>	<b>74%</b>	<b>68%</b>	<b>67%</b>
<i>Doing less (Net)</i>	<b>3%</b>	<b>4%</b>	<b>2%</b>	<b>3%</b>	<b>2%</b>	<b>1%</b>

### j. Participated in online schooling (either yourself or with children)

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Doing this a lot more this year than last year	61%	57%	58%	65%	60%	57%
Doing this a little more this year than last year	20%	19%	24%	19%	22%	14%
Doing this about the same this year as last year	13%	17%	9%	11%	11%	20%
Doing this a little less this year than last year	3%	2%	4%	3%	2%	7%
Doing this a lot less this year than last year	2%	3%	2%	0%	3%	2%
Don't know	1%	1%	2%	1%	1%	0%
<i>Doing more (Net)</i>	<b>81%</b>	<b>76%</b>	<b>82%</b>	<b>84%</b>	<b>83%</b>	<b>71%</b>
<i>Doing less (Net)</i>	<b>5%</b>	<b>5%</b>	<b>6%</b>	<b>4%</b>	<b>5%</b>	<b>9%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

4. Thinking about the passwords and security of your online accounts, how often do you do each of the following?

### Total Always/Frequently/Occasionally Summary

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Need to reset your password	89%	87%	86%	90%	89%	87%
Forget your password when trying to log in to an account	84%	83%	84%	85%	84%	84%
Enable two-factor authentication for online accounts	81%	82%	80%	85%	78%	85%
Change password for existing accounts after a set period of time (such as every three/six months)	81%	81%	81%	83%	82%	81%
Use completely random passwords containing a mix of uppercase and lowercase letters, numbers and symbols	75%	78%	72%	76%	71%	77%
Reuse a password for different online accounts	73%	75%	73%	73%	73%	71%
Sign into a site using another service (Apple, Facebook, Google, etc)	70%	75%	73%	72%	72%	71%
Keep track of passwords by writing them down on paper	69%	70%	75%	62%	69%	66%
Use a password manager service	42%	48%	44%	45%	41%	44%

#### a. Enable two-factor authentication for online accounts

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Always	15%	16%	15%	16%	15%	23%
Frequently	29%	28%	25%	34%	26%	31%
Occasionally	37%	38%	40%	36%	38%	31%
Never	13%	13%	13%	10%	15%	8%
Don't know	6%	5%	7%	5%	6%	6%
<i>Always/Frequently/Occasionally (Net)</i>	<b>81%</b>	<b>82%</b>	<b>80%</b>	<b>85%</b>	<b>78%</b>	<b>85%</b>

#### b. Use a password manager service

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Always	11%	12%	13%	11%	10%	8%
Frequently	14%	18%	15%	15%	14%	14%
Occasionally	17%	18%	17%	20%	18%	22%
Never	53%	46%	51%	51%	55%	48%
Don't know	5%	5%	5%	4%	4%	8%
<i>Always/Frequently/Occasionally (Net)</i>	<b>42%</b>	<b>48%</b>	<b>44%</b>	<b>45%</b>	<b>41%</b>	<b>44%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

- c. Change password for existing accounts after a set period of time (such as every three/six months)

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Always	13%	17%	14%	12%	13%	14%
Frequently	24%	24%	25%	24%	21%	28%
Occasionally	44%	40%	43%	47%	48%	39%
Never	16%	17%	14%	13%	15%	16%
Don't know	3%	2%	5%	4%	3%	3%
<i>Always/Frequently/Occasionally (Net)</i>	<b>81%</b>	<b>81%</b>	<b>81%</b>	<b>83%</b>	<b>82%</b>	<b>81%</b>

- d. Use completely random passwords containing a mix of uppercase and lowercase letters, numbers and symbols

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Always	23%	24%	26%	26%	20%	23%
Frequently	25%	29%	22%	25%	23%	27%
Occasionally	26%	26%	24%	24%	28%	27%
Never	22%	18%	25%	23%	25%	18%
Don't know	3%	4%	3%	1%	4%	5%
<i>Always/Frequently/Occasionally (Net)</i>	<b>75%</b>	<b>78%</b>	<b>72%</b>	<b>76%</b>	<b>71%</b>	<b>77%</b>

- e. Reuse a password for different online accounts

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Always	10%	12%	11%	9%	11%	11%
Frequently	26%	27%	27%	29%	24%	30%
Occasionally	37%	36%	34%	35%	39%	30%
Never	23%	23%	23%	25%	23%	25%
Don't know	3%	2%	4%	2%	4%	5%
<i>Always/Frequently/Occasionally (Net)</i>	<b>73%</b>	<b>75%</b>	<b>73%</b>	<b>73%</b>	<b>73%</b>	<b>71%</b>

- f. Keep track of passwords by writing them down on paper

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Always	22%	21%	28%	19%	23%	20%
Frequently	22%	22%	22%	20%	22%	18%
Occasionally	25%	27%	26%	23%	24%	28%
Never	29%	27%	21%	36%	29%	31%
Don't know	2%	2%	3%	2%	2%	3%
<i>Always/Frequently/Occasionally (Net)</i>	<b>69%</b>	<b>70%</b>	<b>75%</b>	<b>62%</b>	<b>69%</b>	<b>66%</b>

- g. Sign into a site using another service (Apple, Facebook, Google, etc)

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Always	12%	16%	16%	9%	10%	16%
Frequently	24%	27%	26%	27%	23%	22%
Occasionally	34%	32%	31%	36%	39%	33%
Never	25%	20%	22%	23%	23%	24%
Don't know	5%	5%	5%	5%	5%	5%
<i>Always/Frequently/Occasionally (Net)</i>	<b>70%</b>	<b>75%</b>	<b>73%</b>	<b>72%</b>	<b>72%</b>	<b>71%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

### h. Forget your password when trying to log in to an account

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Always	9%	8%	8%	9%	10%	10%
Frequently	24%	26%	23%	25%	21%	24%
Occasionally	52%	49%	52%	52%	53%	51%
Never	13%	14%	14%	13%	13%	11%
Don't know	3%	3%	2%	2%	3%	4%
<i>Always/Frequently/Occasionally (Net)</i>	<i>84%</i>	<i>83%</i>	<i>84%</i>	<i>85%</i>	<i>84%</i>	<i>84%</i>

### i. Need to reset your password

	<b>Total</b>	<b>TX</b>	<b>NY</b>	<b>WA</b>	<b>IL</b>	<b>D.C.</b>
Always	6%	6%	6%	6%	6%	4%
Frequently	22%	27%	20%	20%	22%	24%
Occasionally	61%	54%	60%	64%	62%	58%
Never	8%	10%	8%	7%	8%	8%
Don't know	3%	3%	5%	2%	3%	5%
<i>Always/Frequently/Occasionally (Net)</i>	<i>89%</i>	<i>87%</i>	<i>86%</i>	<i>90%</i>	<i>89%</i>	<i>87%</i>







## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of an Ipsos poll conducted between December 18-22, 2020, on behalf of Google. For this survey, a sample of 3,156 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The sample includes 568 Texans, 573 New Yorkers, 518 Washingtonians, 542 Illinoisans, and 177 Washington, D.C. residents.

The sample for this study was randomly drawn from Ipsos' online panel (see [link](#) for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see [link](#) for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2018 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 2.0 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following ( $n=3,156$ ,  $DEFF=1.5$ , adjusted Confidence Interval= $\pm 3.5$  percentage points).

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## PUBLIC POLL FINDINGS AND METHODOLOGY

### About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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