PUBLIC POLL FINDINGS AND METHODOLOGY

A majority of Americans are concerned about the safety and privacy of their personal data
However, many also acknowledge sharing passwords, reusing them, or other behaviors that could compromise their online behavior

Topline Findings

Washington DC, May 5, 2022 – Ahead of World Password Day, a new Ipsos poll conducted on behalf of Google finds that Americans are highly concerned about the safety and privacy of the personal data that they provide on the internet. Along these lines, around one in three report that they have been the victim of an online data breach. However, despite high levels of concern, some Americans still engage in behaviors that could put their online information at risk, such as reusing passwords across accounts, noting passwords in their phone, sharing passwords, or only changing them when they have to.

Detailed Findings

1. Americans show a high level of concern about the safety and privacy of their personal data.
   - An overwhelming majority (84%) say that they are at least somewhat concerned about the safety and privacy of the personal data that they provide on the internet.
   - More Americans aged 55+ report concerns than those aged 18-34 (88% vs. 79%, respectively).
   - A majority, yet fewer than the number of Americans concerned about data privacy (63%), routinely check the security settings of their online accounts.
   - Just over a third of Americans (37%) say that personal data they have provided online has been compromised.
   - Among those that have had their data breached, more than nine in ten (92%) changed their password after the breach.

2. However, some reported behaviors around password hygiene and data security show that more can be done to secure our online information.
   - Two in three Americans (65%) report reusing passwords for different online accounts.
   - One in five use passwords considered common or easy to guess, and 52% incorporate personal information such as names and birthdays into their passwords.
   - Around one in three say they have shared their password with someone else or currently have access to the password for someone else's online account.
   - Three in four (74%) report changing their passwords for their online accounts at least once per year, with 27% changing them once every three months.
   - Among those that change their passwords, 62% say they only change their passwords in situations where they have to, such as forgetting a password, compared to just 38% that routinely change their passwords after a set period of time.

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GAME CHANGERS Ipsos

PUBLIC POLL FINDINGS AND METHODOLOGY

3. When it comes to the steps people are taking to secure their data, more modern or automated methods are leading the way.
   - Two-factor authentication is a popular security method, with just under three in four Americans (73%) reporting they use this feature at least some of the time. A majority (66%) also report using completely random passwords with a mix of characters, while less than half use password manager services (44%).
   - Younger Americans are more likely to use two-factor authentication and password manager services, but they are also more likely to report resuing passwords for their online accounts.
   - Twenty-eight percent of those who have improved their password hygiene since the COVID-19 pandemic say they have done so because there are more convenient ways to manage strong passwords, while one in six say there are more cost-effective ways to manage strong passwords.
   - Fifty-eight percent of Americans say that it is more important to them to create a password that is strong and secure, compared to only 39% that prioritize creating a password that is easy to remember. Divides among age groups remain, with younger Americans more likely to say that creating a password they can remember is more important, and older Americans placing more importance on creating a strong and secure password.

4. A majority of Americans' password hygiene has not been affected by the COVID-19 pandemic.
   - Fifty-seven percent say that their password hygiene is about the same as before the pandemic. About a third (36%) say they have improved their password hygiene.
   - Americans aged 18-34 (44%) are more likely than those aged 55+ (27%) to say that their password hygiene has gotten better since the start of the pandemic.
   - Among those that say their password hygiene has improved, increased concern about cyber security threats (45%) is primary reason for improvement. This is followed by having more online accounts that require passwords (39%) and more sensitive data being online (32%).
   - However, in the wake of the pandemic, the number one thing people report sharing passwords on is streaming services (47%).

These are the findings of an Ipsos poll, conducted on behalf of Google, between April 1-7, 2022. For this survey, a sample of 4,000 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. Employees of Google, Apple, Amazon, Facebook/Meta and Microsoft were excluded. The poll has a credibility interval of plus or minus 1.9 percentage points for all respondents.

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

PUBLIC POLL FINDINGS AND METHODOLOGY

Full Annotated Questionnaire

1. To what extent do you agree or disagree with the following statements?

Total Agree Summary

	Total (N=4,000)
Technology changes my life for the better	72%
I routinely check the privacy and/or security settings of my online accounts	63%
I try to keep up with developments in technology	62%
Understanding how to use technology is important for my career	57%
I want my technology devices to reflect my lifestyle	53%
Overall, I appreciate when my data is used to personalize my online experience (e.g. only seeing ads that pertain to my interests)	46%

Technology changes my life for the better	Total
Strongly Agree	30%
Somewhat Agree	42%
Neither Agree nor Disagree	20%
Somewhat Disagree	5%
Strongly Disagree	3%
Agree (Net)	*72%*
Disagree (Net)	*8%*

I try to keep up with developments in technology	Total
Strongly Agree	23%
Somewhat Agree	39%
Neither Agree nor Disagree	21%
Somewhat Disagree	10%
Strongly Disagree	6%
Agree (Net)	*62%*
Disagree (Net)	*16%*

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PUBLIC POLL FINDINGS AND METHODOLOGY

1. To what extent do you agree or disagree with the following statements? *(Continued)*

Understanding how to use technology is important for my career	Total
Strongly Agree	29%
Somewhat Agree	29%
Neither Agree nor Disagree	23%
Somewhat Disagree	8%
Strongly Disagree	11%
Agree (Net)	*57%*
Disagree (Net)	*20%*

I want my technology devices to reflect my lifestyle	Total
Strongly Agree	20%
Somewhat Agree	33%
Neither Agree nor Disagree	30%
Somewhat Disagree	10%
Strongly Disagree	7%
Agree (Net)	*53%*
Disagree (Net)	*17%*

Overall, I appreciate when my data is used to personalize my online experience (e.g. only seeing ads that pertain to my interests)	Total
Strongly Agree	16%
Somewhat Agree	30%
Neither Agree nor Disagree	27%
Somewhat Disagree	16%
Strongly Disagree	12%
Agree (Net)	*46%*
Disagree (Net)	*27%*

I routinely check the privacy and/or security settings of my online accounts	Total
Strongly Agree	25%
Somewhat Agree	38%
Neither Agree nor Disagree	20%
Somewhat Disagree	12%
Strongly Disagree	4%
Agree (Net)	*63%*
Disagree (Net)	*16%*

PUBLIC POLL FINDINGS AND METHODOLOGY

2. Please think of the personal data you provide on the internet. How concerned, if at all, are you with the safety and privacy of your data?

	Total
Very concerned	35%
Somewhat concerned	49%
Not very concerned	13%
Not at all concerned	3%
Concerned (Net)	*84%*
Not Concerned (Net)	*16%*

3. Has the personal data you provide online ever been compromised (for instance, in a data breach, leak or account hacking)?

	Total
Yes	37%
No	44%
Don't know	19%

4. You mentioned you had previously had your data compromised in a data breach, leak or account hacking. Did you change your password(s) afterward?

Base: Selected "Yes" in Q3

	Total (N=1,493)
Yes	92%
No	8%

5. In the event that your data was compromised in a data breach, leak or account hacking, how likely, if at all, are you to change your password(s) afterward?

Base: Selected "No" or "Don't know" in Q3

	Total (N=2,507)
Very likely	75%
Somewhat likely	18%
Not very likely	5%
Not at all likely	2%
Likely (Net)	*93%*
Not Likely (Net)	*7%*

PUBLIC POLL FINDINGS AND METHODOLOGY

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

Total Often/Sometimes Summary

	Total
Enable two-factor authentication for online accounts	73%
Need to reset your password	72%
Forget your password when trying to log in to an account	67%
Use completely random passwords containing a mix of uppercase and lowercase letters, numbers and symbols	66%
Reuse a password for different online accounts	65%
Keep track of passwords by writing them down on paper or making a note in your phone	63%
Sign into a site using another service (Apple, Facebook, Google, etc)	61%
Use a password manager service (Google PWM, Samsung Pass, iCloud Keychain, Dashlane, etc.)	44%
Use the recommended, randomly generated password your phone/computer suggests	32%

Enable two-factor authentication for online accounts	Total
Often	34%
Sometimes	39%
Rarely	14%
Never	9%
Don't know	4%
Often/Sometimes (Net)	*73%*
Rarely/Never (Net)	*22%*

Use a password manager service (Google PWM, Samsung Pass, iCloud Keychain, Dashlane, etc.)	Total
Often	23%
Sometimes	21%
Rarely	14%
Never	38%
Don't know	4%
Often/Sometimes (Net)	*44%*
Rarely/Never (Net)	*52%*

PUBLIC POLL FINDINGS AND METHODOLOGY

6. Thinking about the passwords and security of your online accounts, how often do you do each of the following? *(Continued)*

Use completely random passwords containing a mix of uppercase and lowercase letters, numbers and symbols	Total
Often	39%
Sometimes	27%
Rarely	16%
Never	16%
Don't know	2%
Often/Sometimes (Net)	*66%*
Rarely/Never (Net)	*32%*

Use the recommended, randomly generated password your phone/computer suggests	Total
Often	12%
Sometimes	20%
Rarely	21%
Never	44%
Don't know	3%
Often/Sometimes (Net)	*32%*
Rarely/Never (Net)	*65%*

Reuse a password for different online accounts	Total
Often	29%
Sometimes	36%
Rarely	18%
Never	15%
Don't know	3%
Often/Sometimes (Net)	*65%*
Rarely/Never (Net)	*33%*

Keep track of passwords by writing them down on paper or making a note in your phone	Total
Often	36%
Sometimes	27%
Rarely	16%
Never	19%
Don't know	2%
Often/Sometimes (Net)	*63%*
Rarely/Never (Net)	*35%*

GAME CHANGERS

PUBLIC POLL FINDINGS AND METHODOLOGY

6. Thinking about the passwords and security of your online accounts, how often do you do each of the following? *(Continued)*

Sign into a site using another service (Apple, Facebook, Google, etc)	Total
Often	25%
Sometimes	36%
Rarely	18%
Never	16%
Don't know	4%
Often/Sometimes (Net)	*61%*
Rarely/Never (Net)	*35%*

Forget your password when trying to log in to an account	Total
Often	21%
Sometimes	46%
Rarely	24%
Never	7%
Don't know	1%
Often/Sometimes (Net)	*67%*
Rarely/Never (Net)	*31%*

Need to reset your password	Total
Often	19%
Sometimes	52%
Rarely	23%
Never	3%
Don't know	2%
Often/Sometimes (Net)	*72%*
Rarely/Never (Net)	*27%*

7. What is more important to you when creating a password for an online account?

	Total
Creating a password that is strong and secure	58%
Creating a password that I can easily remember	39%
Don't know	3%

GAME CHANGERS

PUBLIC POLL FINDINGS AND METHODOLOGY

8. Think about all your online accounts and their associated passwords. On average, how frequently do you change the password for any one of these accounts?

	Total
Once every 3 months or more frequently	27%
Once every 6 months	30%
Once a year	17%
Less than once a year	20%
Never	6%

9. Which of the following best describes the reason for changing your password(s)?

Base: Those who change their passwords

	Total (N=3,770)
I only change my password(s) if I have to (e.g., forgotten password, website/app requires password update, etc.)	62%
I routinely change my password(s) after a set period of time	38%

10. In general, how easy or difficult is it for you to remember or keep track of your passwords across your online accounts?

	Total
Very easy	18%
Somewhat easy	44%
Somewhat difficult	30%
Very difficult	8%
Easy (Net)	*62%*
Difficult (Net)	*38%*

11. Think again about the passwords you maintain across all your online accounts. Have you ever used a password similar to one of the below examples, which could be considered an easy to guess or common password?

	Total
Yes	19%
No	81%

PUBLIC POLL FINDINGS AND METHODOLOGY

12. Which of the following have you incorporated into a password for an online account, if any?

	Total
A pet's name/birthday	24%
Your own name/birthday	19%
A family member or friend's name/birthday	17%
Your child's name/birthday	15%
Your spouse or partner's name/birthday	13%
I have never used any of these in a password	48%

13. If you had to guess, would you say your password hygiene is better, worse, or about the same as the average person? By password hygiene, we mean the strength of your passwords and the steps you take to ensure they are strong and secure.

	Total
Much better	18%
A little better	34%
About the same	40%
A little worse	6%
Much worse	2%
Better (Net)	*52%*
Worse (Net)	*8%*

14. How, if at all, would you say your password hygiene has changed since the onset of the COVID-19 pandemic in 2020? Again, we mean the strength of your passwords and the steps you take to ensure they are strong and secure.

	Total
Gotten much better	14%
Gotten a little better	21%
About the same as before	57%
Gotten a little worse	3%
Gotten much worse	1%
Don't know	3%
Better (Net)	*36%*
Worse (Net)	*5%*

PUBLIC POLL FINDINGS AND METHODOLOGY

15. Which of the following were motivating factors in improving your password hygiene since the onset of the COVID-19 pandemic in 2020?

Base: Those who improved password hygiene

	Total (N=1,430)
I am more concerned about cyber security threats than before	45%
I have more online accounts that require passwords than before	39%
More of my sensitive data and information is online than before	32%
There are more convenient ways to create/manage strong passwords now than before	28%
I now rely more heavily on online products and services for medicine and healthcare	24%
There are more cost-effective ways to create/manage strong passwords now than before	17%
I work remotely or in a hybrid model more often than before	15%
Other	1%
None of these	5%

16. Have you ever shared your password for an online account with someone else? Please think specifically about accounts that are held in your name only.

	Total
Yes	30%
No	70%

GAME CHANGERS Ipsos

PUBLIC POLL FINDINGS AND METHODOLOGY

17. You mentioned that you have shared your password for an online account with someone else. What is your relationship with this individual or individuals?

Base: Those who have shared a password

	Total (N=1,207)
Current spouse/partner	43%
Other family member	42%
Friend	24%
Former spouse/partner	13%
Current roommate	5%
Former roommate	5%
Current colleague	4%
Former colleague	4%
Other relationship	4%

18. You mentioned that you have shared your password for an online account with a former spouse/partner. Did you change your password(s) after the relationship ended?

Base: Those who have shared a password with a former partner

	Total (N=163)
Yes	82%
No	18%

19. You mentioned that you have shared your password for an online account with someone else. What type of account(s) were involved? Select all that apply.

Base: Those who have shared a password

	Total (N=1,207)
TV, video, or music streaming service account	47%
Email account	36%
Online shopping account	31%
Social media account	30%
Financial account (Bank, credit card, retirement, etc)	28%
Ridesharing or food delivery service account	12%
Medical or dental account	11%
Magazine, newspaper, or printed media subscription account	8%
Work-associated account (email, team collaboration platform, etc.)	8%
Other (please specify)	4%

GAME CHANGERS

PUBLIC POLL FINDINGS AND METHODOLOGY

20. Do you currently use or have access to any password(s) for someone else's online account(s)? This could be for just one person or multiple people.

	Total
Yes	32%
No	68%

21. You mentioned that you currently use or have access to a password for someone else's online account. What is your relationship with this individual or individuals?

Base: Those who have someone else's password

	Total (N=1,255)
Current spouse/partner	47%
Other family member	35%
Friend	23%
Former spouse/partner	9%
Current roommate	6%
Current colleague	6%
Former roommate	4%
Former colleague	3%
Other relationship (please specify)	4%

22. You mentioned that you have an active password for someone else's online account. What type of account(s) are involved?

Base: Those who have someone else's password

	Total (N=1,255)
TV, video, or music streaming service account	45%
Email account	42%
Financial account (Bank, credit card, retirement, etc)	32%
Social media account	29%
Online shopping account	26%
Medical or dental account	17%
Ridesharing or food delivery service account	11%
Work-associated account (email, team collaboration platform, etc.)	9%
Magazine, newspaper, or printed media subscription account	7%
Other (please specify)	4%

PUBLIC POLL FINDINGS AND METHODOLOGY

23. Have you ever tried to guess the password for another person's online account(s)?

	Total
Yes	17%
No	83%

24. Have you ever correctly guessed the password for another person's online account(s)?

Base: Those who have tried to guess another's password

	Total (N=665)
Yes	54%
No	41%
Don't know	5%

GAME CHANGERS

PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of a Ipsos poll, conducted on behalf of Google, conducted between April 1-7, 2022. For this survey, a sample of 4,000 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. Employees of Google, Apple, Amazon, Facebook/Meta, and Microsoft were excluded.

The sample was randomly drawn from Ipsos' online panel, partner online panel sources, and "river" sampling 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 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc 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 1.9 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=4,000, DEFF=1.5, adjusted Confidence Interval=+/- 3.4 percentage points).

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GAME CHANGERS

15

PUBLIC POLL FINDINGS AND METHODOLOGY

About Ipsos

Ipsos is the world's third largest Insights and Analytics 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 has been 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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