

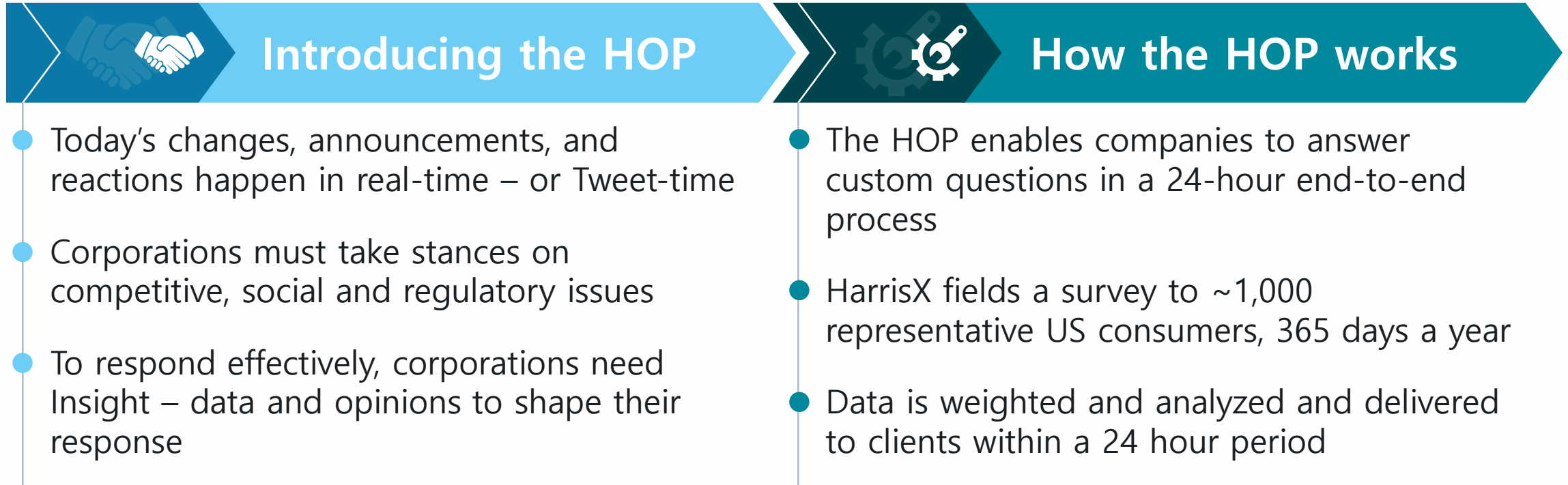
Overnight Insights: Password Sharing and Data Security

3/14/2019

CTAM



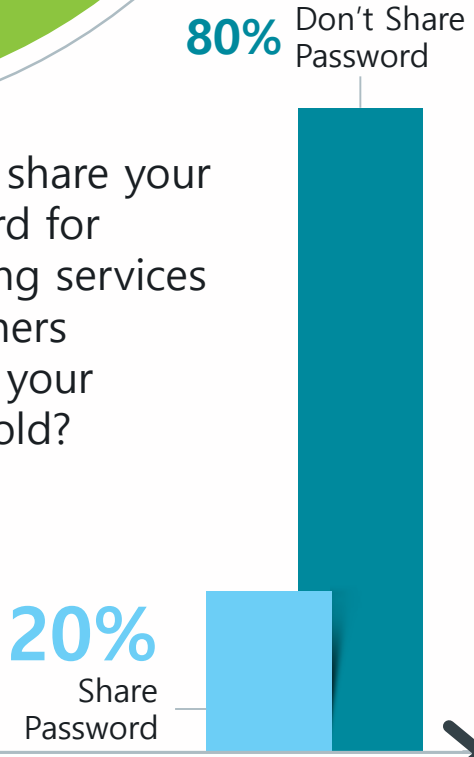
Research Tool: The Harris Overnight Poll for next-day insights on launches, campaigns, sentiment, & immediate questions



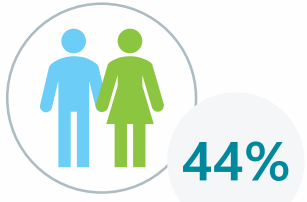
Use cases include competitive response, governmental/social affairs, consumer message testing, and . . .

Love Actually: Password Sharing is replacing flowers and chocolates

Do you share your password for streaming services with others outside your household?



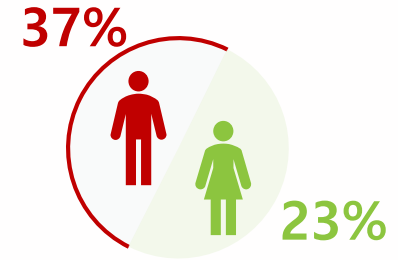
Password Sharers are most likely to share their password with their significant other



Password sharing is highest among 18 -29 year old age group



30% of Password Sharers shared their password to show affection



Men are far more likely to use their passwords as a show of affection

How likely are you to stop sharing given the following?

Relationship Ending



58%

Cease and Desist



52%

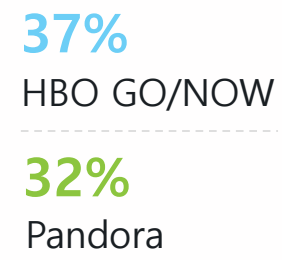
Warning Notice



45%

Outside of the relationship ending, a cease and desist notice is more likely to stop password sharing than a warning notice

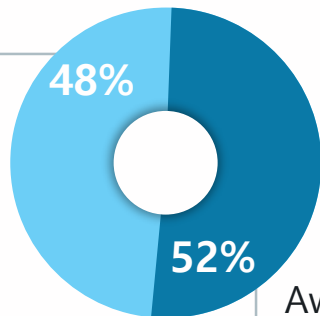
HBO and Pandora were most common for password sharing



Mr. Robot: People care about the Marriott data breach ... or do they?

In November, Marriott revealed it had suffered a data breach that affected the records of up to 500 million customers globally. Information accessed included payment information, names, mailing addresses, phone numbers, email addresses, and passport numbers.

Unaware



Awareness of
the Issue

Very or
Somewhat
Concerned

63%



Reaction
to the Issue



Action taken
as a results of
the Issue

28%

Check to
see if I was
affected

25%

Check my credit

15%

Change my
password for
Marriott sites

9%

Stop staying at
Marriott
properties

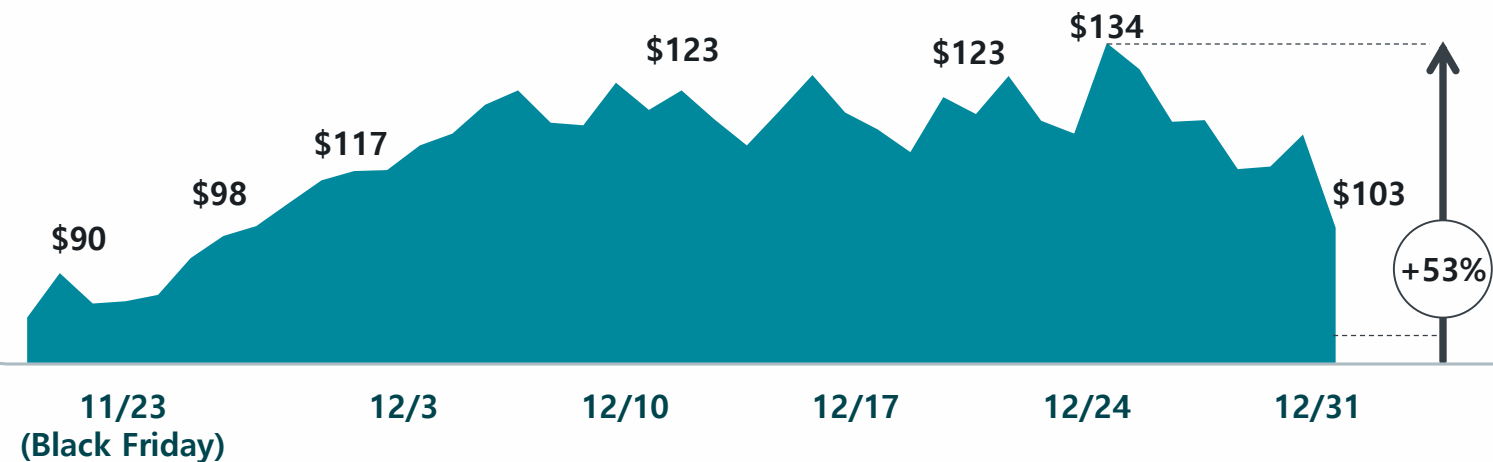
Holiday Cheer: Planning ahead saves you money!

Those who expected to spend more during the Black Friday sales actually ended up spending less while last minute shoppers ended up driving up Holiday Tech spend, based on daily poll of Holiday Shoppers from 11/20 through 12/31.

ROLLING 7 DAY EXPECTED DAILY TECH SPENDING



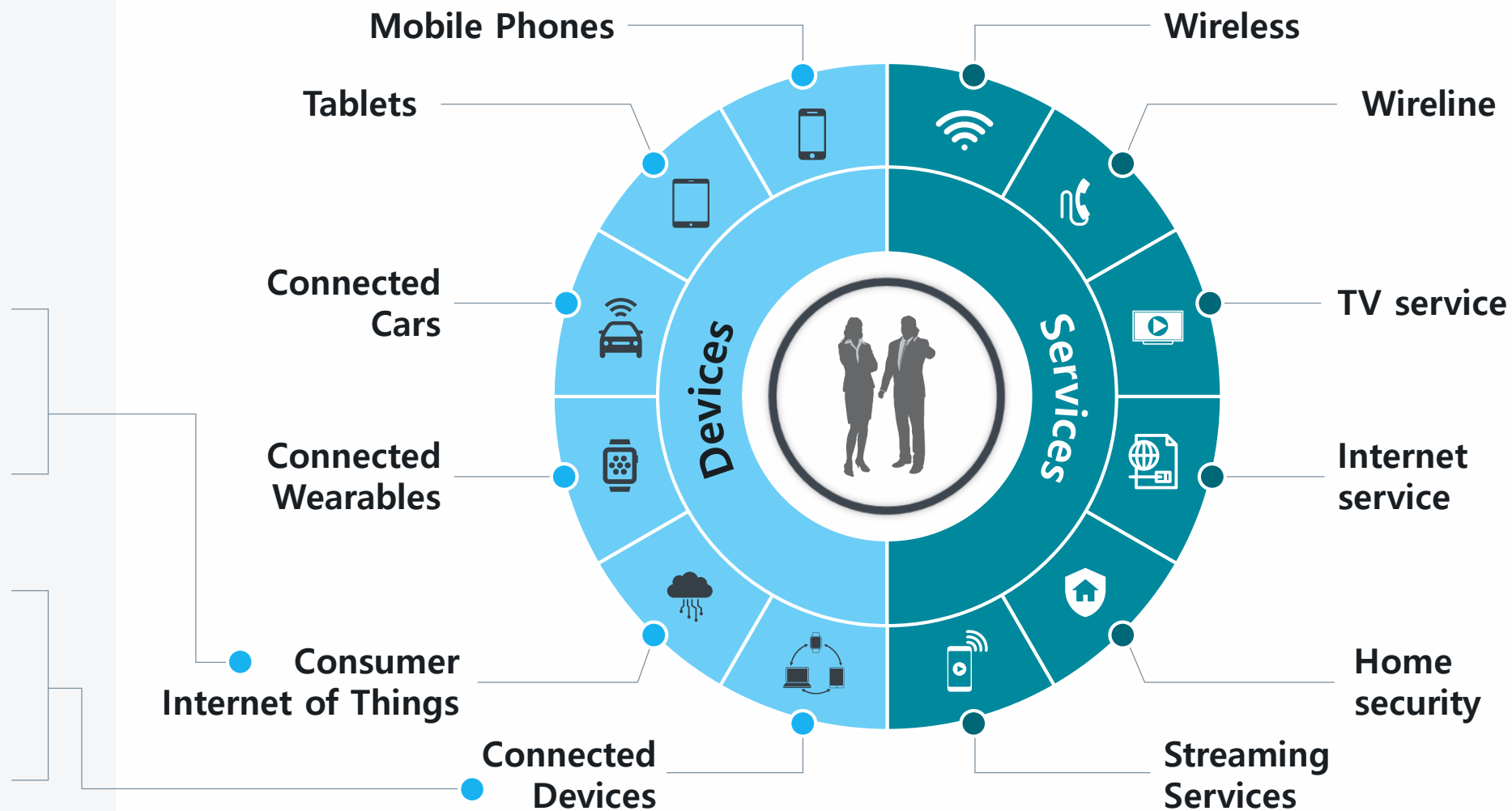
ROLLING 7 DAY MEDIAN DAILY TECH SPENDING



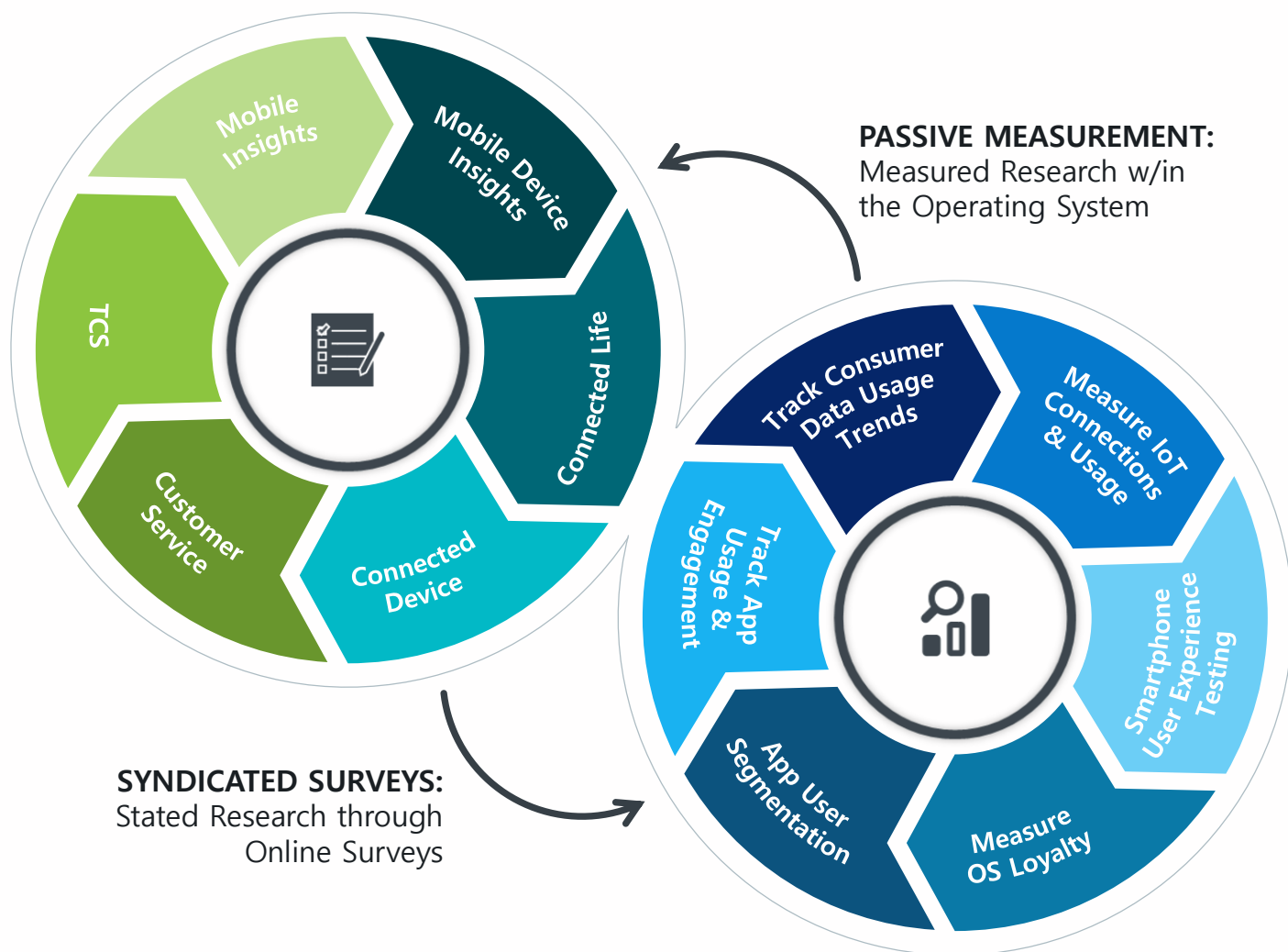
HarrisX provides a comprehensive understanding of consumer behavior across services and devices

- Smart appliances
- Home automation
- Smart speakers/home hub
- Wireless home security

- Smart TV
- Connected gaming consoles
- Streaming media players
- Smart speakers

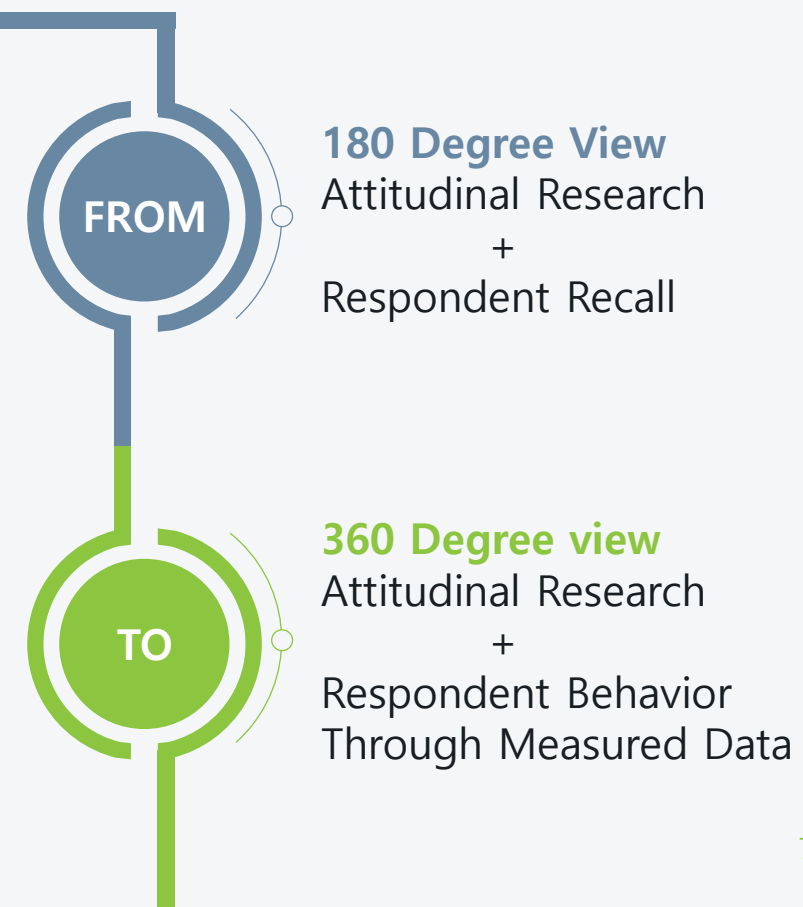


Marrying Survey Research with Behavioral Research to understand both attitudes and action across hardware and services

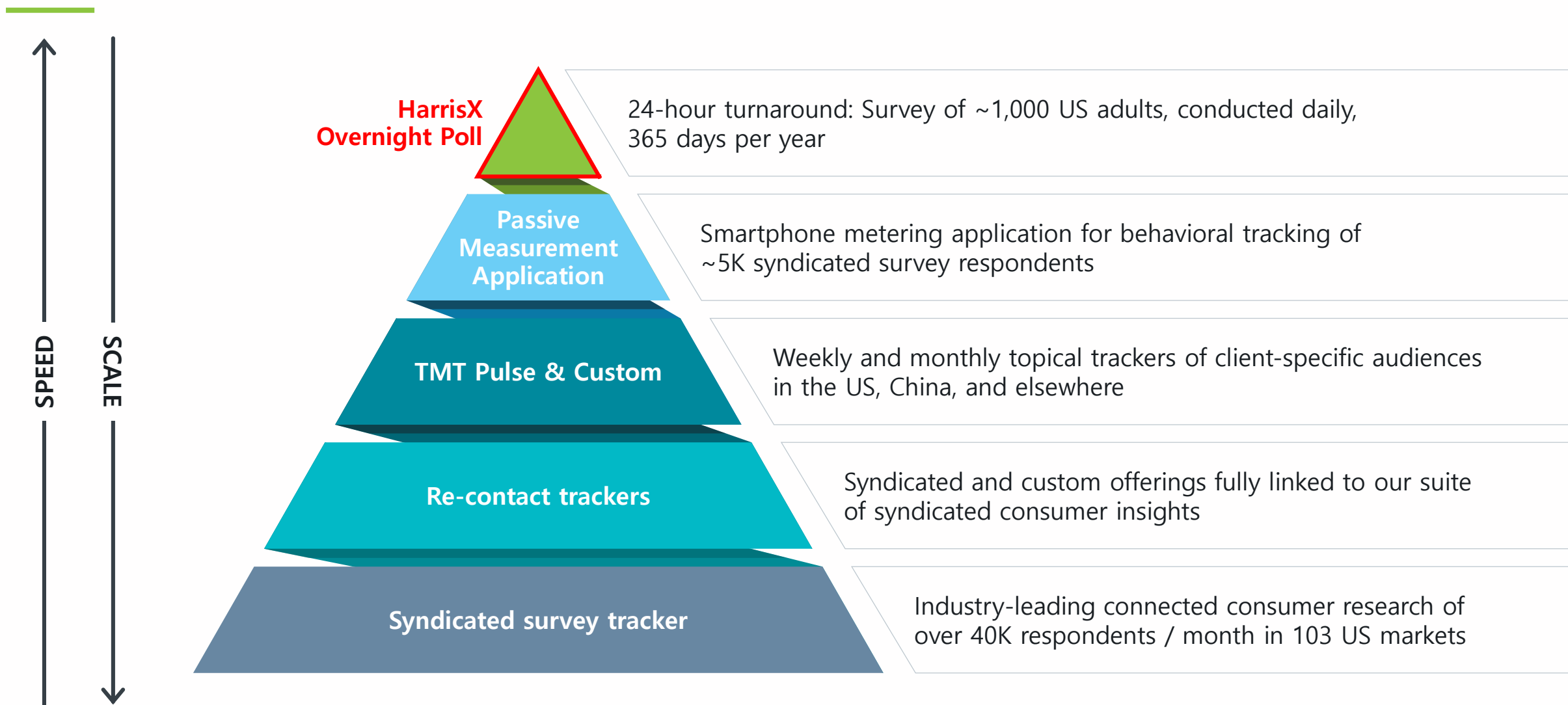


WHY HARRISX?

HarrisX changes the dynamics of research

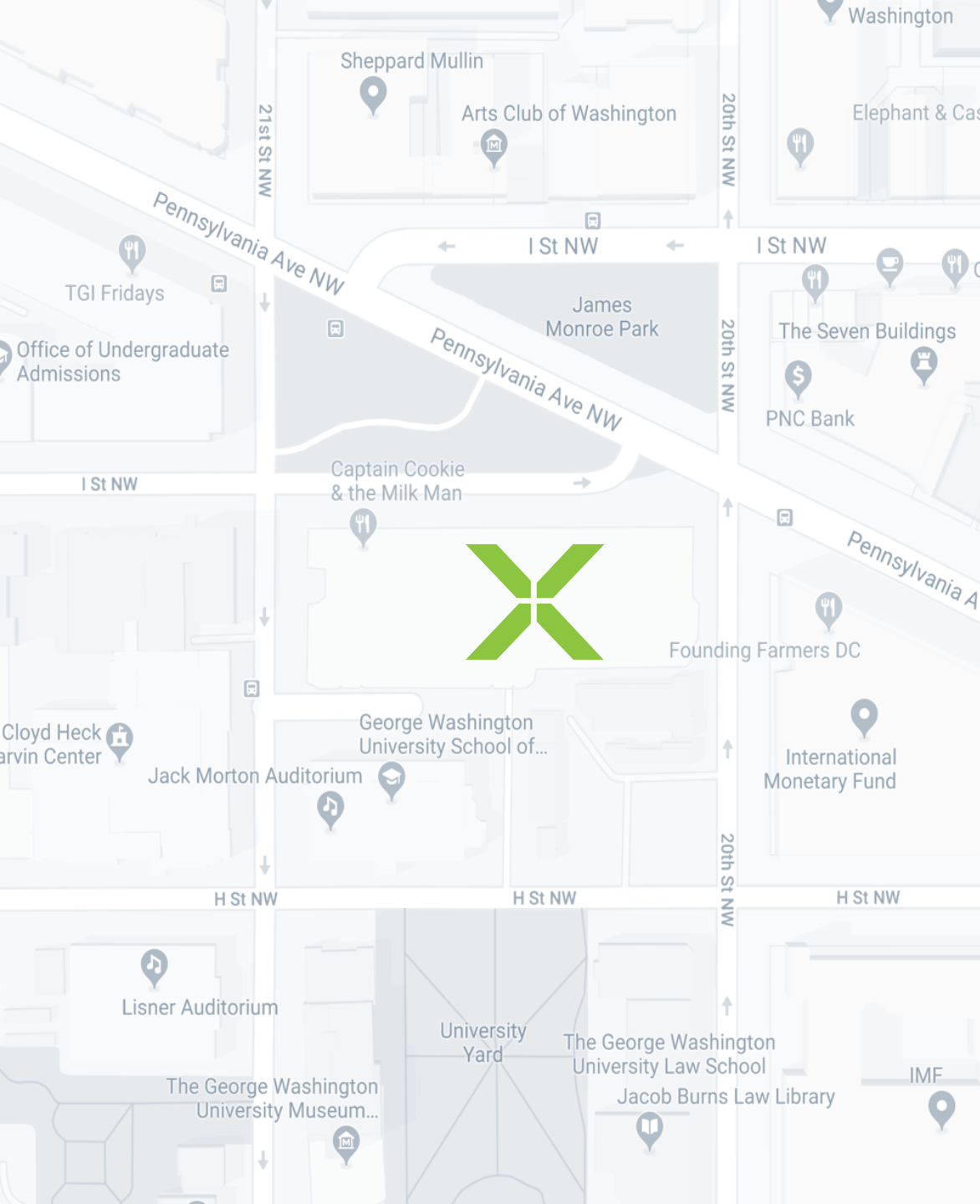


We have an offering tailored to the scale, scope, and speed of your research needs



Keep the HarrisX Overnight Poll in mind for your next 24 hour data need.....

...or your next fire drill!



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