Overnight Insights: Password Sharing and Data Security

3/14/2019
Research Tool: The Harris Overnight Poll for next-day insights on launches, campaigns, sentiment, & immediate questions

**Introducing the HOP**
- Today’s changes, announcements, and reactions happen in real-time – or Tweet-time
- Corporations must take stances on competitive, social and regulatory issues
- To respond effectively, corporations need insight – data and opinions to shape their response

**How the HOP works**
- The HOP enables companies to answer custom questions in a 24-hour end-to-end process
- HarrisX fields a survey to ~1,000 representative US consumers, 365 days a year
- Data is weighted and analyzed and delivered to clients within a 24 hour period

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?

- 80% Don't Share Password
- 20% Share Password

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

- 41% Age 18-29 years

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

- 44%

30% of Password Sharers shared their password to show affection

- Men 37%
- Women 23%

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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

- HBO GO/NOW 37%
- Pandora 32%

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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.

Awareness of the Issue

- Unaware: 48%
- Aware: 52%

Very or Somewhat Concerned: 63%

Reaction to the Issue

- Action taken as a results of the Issue
  - Check to see if I was affected: 28%
  - Check my credit: 25%
  - Change my password for Marriott sites: 15%
  - Stop staying at Marriott properties: 9%
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.
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

Mobile Phones
Tablets
Connected Cars
Connected Wearables
Consumer Internet of Things
Connected Devices
Wireless
Wireline
TV service
Internet service
Home security
Streaming Services
Marrying Survey Research with Behavioral Research to understand both attitudes and action across hardware and services

**WHY HARRISX?**
HarrisX changes the dynamics of research

**FROM**
180 Degree View
Attitudinal Research + Respondent Recall

**TO**
360 Degree View
Attitudinal Research + Respondent Behavior Through Measured Data
We have an offering tailored to the scale, scope, and speed of your research needs

- **HarrisX Overnight Poll**: 24-hour turnaround: Survey of ~1,000 US adults, conducted daily, 365 days per year
- **Passive Measurement Application**: Smartphone metering application for behavioral tracking of ~5K syndicated survey respondents
- **TMT Pulse & Custom**: Weekly and monthly topical trackers of client-specific audiences in the US, China, and elsewhere
- **Re-contact trackers**: Syndicated and custom offerings fully linked to our suite of syndicated consumer insights
- **Syndicated survey tracker**: Industry-leading connected consumer research of over 40K respondents / month in 103 US markets
Keep the HarrisX Overnight Poll in mind for your next 24 hour data need.....

...or your next fire drill!

1808 I St. NW
Suite 500
Washington, DC 20006

CONTACT US:
serena@harrisx.com
www.harrisx.com