

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2004 adults. Fieldwork was undertaken between 23rd - 24th February 2022. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

Some results have been calculated to exclude "Don't know".

FGF_Q1. For the following question, by "online accounts", we mean ANY type of online account you may have through a website and/ or smartphone app, such as shopping/ retail, email, social media, online/ mobile banking, etc. Approximately how many, if any, online accounts do you use the same password for? (Please select the option that best applies. If you do not use the same password for any online accounts, please select the "Not applicable" option)

	Unweighted base	2004
	Base: All GB Adults online	2004
At least two online accounts		16%
At least three online accounts		10%
At least four online accounts		7%
At least five online accounts		5%
At least six or more online accounts		19%
Don't know/ can't recall		16%
Not applicable - I do not use the same password for ANY online accounts		27%
	Net: At least two	58%
	Net: None	27%

FGF_Q2. Which, if any, of the following do you use to write down and/or store your online account password(s)? (Please select all that apply. If you do not write down and/or store your online account password(s) anywhere, please select the "Not applicable" option)

	Unweighted base	2004
	Base: All GB Adults online	2004
In a notes app on my mobile phone/ smartphone		11%
In a spreadsheet (e.g. on my computer, laptop, tablet, phone, etc.)		5%
In a notepad/ diary		20%
On a piece of paper		7%
In a password manager (i.e. a software or application to store and manage passwords securely)		25%
Other		4%
Don't know/ can't recall		3%
Not applicable - I do not write down and/ or store my online account password(s) anywhere		29%
	Prefer not to say	11%
	Net: On a personal device	15%
	Net: On paper	25%
	Net: Password manager software	25%
	Net: Writes down/ stores passwords	57%
	Net: Does not write down/ store passwords	29%

FGF_Q3. Which, if any, of the following people have you ever shared your online account password(s) with? (Please select all that apply. If you have never shared your online account password(s) with anyone, please select the "Not applicable" option)

	Unweighted base	2004
	Base: All GB adults online	2004
My friend(s)		5%
My partner(s)		31%
My child/ children		13%
My parent(s)		9%
My sibling(s)		6%
My colleague(s)		1%
My grandparent(s)		1%
My grandchild/ grandchildren		1%
Other extended family members (e.g. cousins, uncles, aunties, etc.)		0%
Other		1%

Don't know/ can't recall	3%
Not applicable - I have never shared my online account password(s) with anyone	50%
Net: Shared with others	47%
Net: Not shared with others	50%

FGF_Q4. For the following question, by "spam communications", we mean unwanted/ unsolicited communications sent in bulk to recipients, typically for commercial purposes, often via email, text, phone call, etc. In general, do you report "spam" communications when you receive them? (Please select all that apply. If you have never received "spam" communications, please select the "Not applicable" option)

Unweighted base	2004
Base: All GB Adults online	2004
Yes, I usually do	38%
No, because I don't know how to	11%
No, because I don't usually have time	11%
No, because I don't think it will make a difference	31%
No, for other reasons	5%
Don't know/ can't recall	5%
Not applicable - I have never received "spam" communications	5%
Net: Reports	38%
Net: Does not report	52%

FGF_Q5. Have you ever seen a fraudulent social media advert or website?

Unweighted base	2004
Base: All GB Adults online	2004
Yes, I have	46%
No, I haven't	21%
Don't know	33%

FGF_Q6. Have you ever reported a fraudulent social media advert or website you have seen? (Please select all that apply)

Unweighted base	927
Base: All GB Adults online who have seen a fraudulent social media advert or website	931
Yes, I have	60%
No, because I didn't know how to	13%
No, because I didn't have time	5%
No, because I didn't think it would make a difference	18%
No, for other reasons	5%
Don't know/ can't recall	3%
Net: Reported	60%
Net: Not reported	37%

FGF_Q7. Which, if any, of the following are you concerned about? (Please select all that apply)

Unweighted base	2004
Base: All GB Adults online	2004
Companies that hold my personal data falling victim to data breaches	63%
Being hacked on my personal online accounts	67%
Personally falling victim to a scam (e.g. online, via telephone, etc.)	44%
Elderly relatives falling victim to a scam (e.g. online, via telephone, etc.)	51%
None of these	7%
Don't know	4%
Net: Data breaches	79%
Net: Scams	68%
Net: Data breaches & scams	59%

FGF_Q8. Would you say that you are more or less concerned about scams and/or data breaches since the COVID-19 pandemic started (i.e. March 2020), or is it about the same?

Unweighted base	1793
Base: All GB Adults online who are concerned about the listed scams/ data breaches	1779

A lot more concerned	15%
A little more concerned	25%
About the same	56%
A little less concerned	1%
A lot less concerned	0%
Don't know	2%
Net: More concerned	41%
Net: Less concerned	1%

FGF_Q9. For the following question, by "two-factor authentication", we mean a security process in which you provide two different authentication factors to verify yourself when logging into an online account (e.g. facial or fingerprint recognition, security questions, one time passcode etc.). Do you use two-factor authentication for logging into ANY of your online accounts?

Unweighted base	2004
Base: All GB Adults online	2004
Yes, I do	77%
No, I don't	16%
Don't know	7%

FGF_Q10. You previously said that you do not use two-factor authentication for logging into ANY of your online accounts... Which, if any, of the following are reasons for this? (Please select all that apply)

Unweighted base	322
Base: All GB Adults online who don't use two-factor authentication for logging into any online accounts	328
My device doesn't support it	12%
I don't know how to use it	21%
I don't feel like I need to	16%
I don't know what it is	15%
I don't trust it	6%
It's too much hassle	22%
Other	5%
Don't know	10%
Prefer not to say	5%

Cell Contents (Column Percentages)