

Harris Study Fact Sheet - Heartbleed 1-Year Anniversary

1) Have you ever heard of Heartbleed?

- 86% - No

2) If you have heard of Heartbleed, which of the following online security precautions did you take within the 30 days following the arrival of the Heartbleed bug in April of 2014?

- 49% - Changed at least (1) password

3) How strongly do you agree or disagree with the following statement: I would rather have explicit photos and/or video of me posted online than have hackers steal \$1,000 from my bank account.

- 43% - Strongly/somewhat agree
- 53% - (of all Males) Strongly/somewhat agree
- 65% - (of all Females) Strongly/somewhat *disagree*

4) Which of the following types of personal information, if any, would you be most concerned with online hackers gaining access to?

- 45% - My social security number
- 27% - My personal banking information
- 13% - My credit card number
- 1% - My private emails
- 1% - My personal Internet browsing history

5) In the year following Heartbleed, how strongly do you agree or disagree with the following statement: The Obama administration has done less than corporations have to protect me from hackers, breaches, and online security threats.

- 65% - Strongly/somewhat agree

6) Which of the following organizations, if any, do you expect will do the best job at protecting you from hackers, breaches and online security threats?

- 32% - Myself
- 24% - Not sure
- 23% - Technology companies
- 3% - Corporations
- 3% - Government
- 1% - President Obama

Methodology

This survey was conducted online within the United States by Harris Poll on behalf of Dashlane from March 10-12, 2015 among 2,014 adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Ryan Merchant (Ryan@Dashlane.com).