

PASSWORD SHARING

Survey on the extent of password sharing, by Wilke April 2022

Summary of main results

37%

responds that they share their passwords for content services with others outside the household.

41%

responds that they have been offered access to a content service to which they or their household does not subscribe to.

46%

of those who share access to a content service with others would subscribe themselves if they could not share with others outside their household.

57%

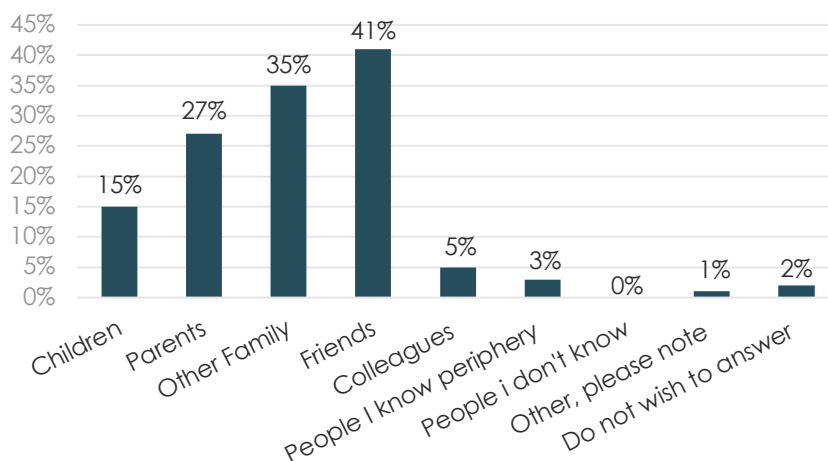
of the respondents know that it is illegal to share logins outside the household. 27% say they do not know.

According to the study, the younger group of 18–29-year-olds are those who are most often offered passwords to content services by others, followed by the 30–39-year-olds. The offer decreases with age.

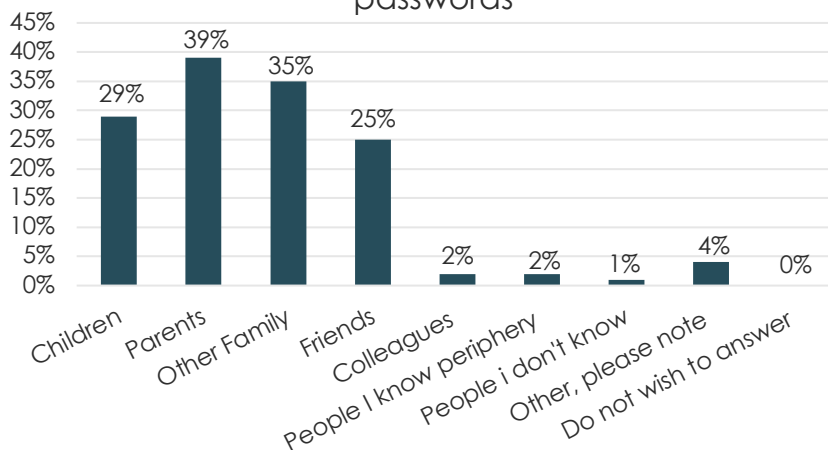
40% of respondents who today share their password with others outside the household are aware that it is illegal.

There are an equal number of men and women sharing passwords.

Persons from whom respondents have been offered access to content services by



People with whom respondents share passwords



The survey was conducted as an online interview in Wilkes Webpanel (CAWI). 756 people participated in the study. The interviews were conducted in week 16 - 18 2022.