September 2019

HP Creepers and Peekers Study
Insights Report
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METHODOLOGY

WHAT
The HP Creepers and Peekers Study is an online survey in 3 markets among office workers and the general population.

WHY
This study looks to better understand a more prevalent threat than third-party, online-targeted hacking: in-person “hacking” – driven by human curiosity. Understanding this “creeping/peeking” behavior will help HP create and lead an authentic conversation around this topic.

HOW
20-minute online survey fielded between August 16 - August 26, 2019.

WHERE
Sample sizes listed are per market/region

WHO

General population
1,000 interviews per country
MOE = +/- 3.1 p.p.

Office workers
500 interviews per country
MOE = +/- 4.4 p.p.
KEY FINDINGS
Are we overlooking a critical threat to our data privacy? There’s another type of “hacker” we need to protect against.

• As we live more and more of our lives on our devices, our approach to protecting our privacy needs to evolve. While 7 in 10 are worried about online hackers, the perceived risk of others obtaining our personal information just by looking at our screen is low -- in-person “hacking,” however, is a more common phenomenon happening at an alarming rate.

• Those closest to us might be the biggest threats. We’re more likely to screen creep on those we know and love vs. strangers, especially our significant others.

Why we can’t stop looking at others’ screens: Screen creeping is driven by curiosity – it’s human nature. But for some, it goes much deeper than that.

• Screen creeping can help us learn about others, and even help us feel more connected to those around us. While few do so with malicious intent, it can happen – 1 in 5 say they creep when they could gain something from it.

• But be careful whose screen you look at – you might see something you don’t like. Half of Americans admit to either looking at or having seen others looking at NSFW content in public.

Screen creepers may not be stealing our data, but they are stealing our peace of mind.

• Are we all hypocrites? Just because we screen creep doesn’t mean we think it’s ok. While 8 in 10 admit to screen creeping, just as many report they’d feel violated if it happened to them.

• We’re being held captive by fear of prying eyes. Feeling paranoid and self-conscious, we don’t feel free to use our devices the way we want, with 8 in 10 admitting they restrict the content they look at in public.
This phenomenon extends into the workplace, exposing confidential information to those who weren’t supposed to see it.

- Don’t count on any privacy in the workplace – office workers creep and peek at an alarming rate. 4 in 5 creep on their coworkers’ screens, and 3 in 4 peek at unclaimed documents they find left in the office printer tray.
- This behavior can put both employees and organizations at risk, as office workers are often opportunistic when exposed to confidential information. 4 in 10 who see a confidential document in the printer admit they wouldn’t just ignore it, but rather look at it and even save it by taking a picture, making a copy, or taking the document.
- Having to protect their privacy has become an everyday distraction. Fear of prying eyes has created an unhealthy work environment - suspicious of those around them, office workers are hiding their screens and rushing to their printers to maintain their privacy.

HP has an opportunity to give people back their peace of mind.

- The general public and office workers alike are looking for solutions to protect against creepers and peekers. With most feeling defenseless against this behavior, they express significant interest in built-in features that give them back their privacy.
- There is a call to action for laptop manufacturers. Most feel laptop manufacturers should make it more difficult for others to look at their screen, giving HP permission to be a leader in this space.
People are extremely concerned about their data privacy but feel powerless to protect it.
LOSING CONTROL OF THEIR DATA PRIVACY IS A TOP FEAR, WITH 1 IN 4 EVEN LOSING SLEEP OVER IT

2 in 3 Americans say having their personal information compromised is one of their biggest fears (65%)

CA: 64%
UK: 61%

% of individuals who agree with the following statements

- I worry about my personal information being compromised on a daily basis
- I've lost sleep at night worrying about my personal information being compromised

US | Canada | UK
---|---|---
54% | 52% | 47%  
26% | 29% | 23%
I feel it's inevitable that everyone's personal information will be compromised at least once in their life

I believe my data has already been shared with third parties without my realizing it

I feel like it's only going to get harder to protect my personal information

US

- 73%
- 78%
- 80%

CA

- 71%
- 76%
- 77%

UK

- 78%
- 80%
- 84%

% of individuals who agree with the following statements

Q1: How much do you agree or disagree with the following statements? (Strongly/Somewhat agree) reported // Base sizes: US = 1003, CA = 1000, UK = 1002

THEY FEEL POWERLESS, RESIGNED TO HAVING LITTLE CONTROL
THE VULNERABILITY EXTENDS BEYOND THE TRADITIONAL FEARS OF STOLEN CREDIT CARDS AND IDENTITY – MANY ARE ALSO WORRIED ABOUT THEIR WEB HABITS BEING EXPOSED

% of individuals who agree with the following statements

<table>
<thead>
<tr>
<th>Statement</th>
<th>US</th>
<th>Canada</th>
<th>UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>I'd feel more violated if someone leaked my browsing history than I would if they leaked my credit card information</td>
<td>38%</td>
<td>39%</td>
<td>37%</td>
</tr>
<tr>
<td>I'd feel more violated if someone leaked my Google search history than I would if they leaked my credit card information</td>
<td>35%</td>
<td>36%</td>
<td>36%</td>
</tr>
</tbody>
</table>
But are we overlooking a critical threat to our data privacy? There’s a new type of “hacker” we need to protect against.
INDIVIDUALS ARE FOCUSED ON PROTECTING AGAINST ONLINE HACKERS, WHICH HAPPENS RELATIVELY RARELY

<table>
<thead>
<tr>
<th>CONCERN</th>
<th>Worried about hackers</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>70%</td>
</tr>
<tr>
<td>Canada</td>
<td>71%</td>
</tr>
<tr>
<td>UK</td>
<td>70%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ACTUAL PREVALENCE</th>
<th>Have had a device hacked before</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>12%</td>
</tr>
<tr>
<td>Canada</td>
<td>8%</td>
</tr>
<tr>
<td>UK</td>
<td>6%</td>
</tr>
</tbody>
</table>

Q3: Please rate the following based on how worried you are that they might see your personal information without your knowledge. (<Very/Somewhat worried> reported) C9: Which of the following has happened to you? // Base sizes: US = 1003, CA = 1000, UK = 1002
8 in 10 Americans admit to looking at others’ screens without them knowing (82%)

<table>
<thead>
<tr>
<th>Country</th>
<th>Concern</th>
<th>Actual Prevalence</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>54%</td>
<td>82%</td>
</tr>
<tr>
<td>Canada</td>
<td>50%</td>
<td>81%</td>
</tr>
<tr>
<td>UK</td>
<td>48%</td>
<td>82%</td>
</tr>
</tbody>
</table>

**Concern:** Worried about privacy being compromised by someone obtaining a piece of personal information just by looking at their computer or phone screen.

**Actual Prevalence:** % of individuals who look at others’ screens without their knowledge.

*Base sizes: US = 1003, CA = 1000, UK = 1002*
The younger people are, the more they creep on others’ screens

But they’re not oblivious and are also more likely to be concerned

% of individuals who creep on other people’s screens, intentionally or unintentionally

% of individuals who worry about the security of their personal information

GEN Z ARE PARTICULARLY SELF-AWARE: THEY ARE THE BIGGEST CREEPERS, AND ALSO THE MOST AWARE OF THE RISK

Q2: How worried are you that the following will happen to you? (<Very/Somewhat> worried reported) // Q4: To start, how often do you do the following, even if it’s unintentional? (<All the time/Often/Sometimes/Rarely> reported) // Q6: And how often do you intentionally do the following? (<All the time/Often/Sometimes/Rarely> reported) // Base sizes: US: Gen Z=101, Millennials=275, Gen X=286, Baby Boomers=341; CA: Gen Z=81, Millennials=252, Gen X=277, Baby Boomers=390; UK: Gen Z=81, Millennials=290, Gen X=291, Baby Boomers=340

93% 96% 96%
93% 94% 93%
84% 84% 85%
66% 67% 66%
80% 79% 74%
72% 67% 65%
64% 58% 48%
41% 43% 41%

Gen Z Millennials Gen X Baby Boomers
US CA UK

Gen Z Millennials Gen X Baby Boomers

93% 96% 96%
93% 94% 93%
84% 84% 85%
66% 67% 66%
80% 79% 74%
72% 67% 65%
64% 58% 48%
41% 43% 41%

Gen Z Millennials Gen X Baby Boomers
US CA UK

Gen Z Millennials Gen X Baby Boomers
AND THOSE CLOSEST TO US MIGHT BE THE BIGGEST THREATS – WE’RE MORE LIKELY TO SCREEN CREEP ON THOSE WE KNOW AND LOVE

Who we’re worried about*

Who’s most likely looking at our screens*

*Data for CA and UK in notes section of slide

Q3: Please rate the following based on how worried you are that they might see your personal information without your knowledge... (*Very/Somewhat worried* reported) // Q4: To start, how often do you do the following, even if it’s unintentional? // Q6: And how often do you intentionally do the following? (*All the time/Often/Sometimes/Rarely* reported) // Base sizes: Gen pop: US = 1003, CA = 1000, UK = 1002, In a relationship: US = 518, CA = 532, UK = 616
NOWHERE IS SAFE FROM PRYING EYES, WITH OPPORTUNITIES FOR SCREEN CREEPING IN ANY SITUATION

<table>
<thead>
<tr>
<th>Location/Scenario</th>
<th>US</th>
<th>CA</th>
<th>UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Transit</td>
<td>33%</td>
<td>35%</td>
<td>40%</td>
</tr>
<tr>
<td>Home</td>
<td>33%</td>
<td>36%</td>
<td>37%</td>
</tr>
<tr>
<td>An Airplane</td>
<td>31%</td>
<td>33%</td>
<td>32%</td>
</tr>
<tr>
<td>Waiting in Line</td>
<td>31%</td>
<td>28%</td>
<td>28%</td>
</tr>
</tbody>
</table>

**1 in 3 are likely to creep on...**

- **Public Transit**: 1 in 4
  - Would look if...
  - “…someone you don’t know is sitting on the bus in front of you and is looking at their bank account balance”
    - US: 23% // CA: 22% // UK: 28%

**1 in 3 are likely to creep at...**

- **Home**: 6 in 10
  - Would look if...
  - “…a text notification pops up on your significant other’s phone”
    - US: 63% // CA: 58% // UK: 60%

**3 in 10 are likely to creep on...**

- **An Airplane**: 4 in 10
  - Would look if...
  - “…an intimate photo pops up on your friend’s phone”
    - US: 38% // CA: 35% // UK: 37%

**3 in 10 are likely to creep while...**

- **Waiting in Line**: 3 in 10
  - Would look if...
  - “…A person in line in front of you is having an argument with someone via text”
    - US: 30% // CA: 28% // UK: 37%

Q9: How likely are you to, either intentionally or unintentionally, observe what others are doing on their screens (phone, computer, etc.) in each of the following locations/scenarios? (<Very likely / Somewhat likely> reported)

Q12: And what would you do in each of the following scenarios? (<Would get a closer look/Would glance and look away> reported) // Base sizes: US = 1003, CA = 1000, UK = 1002
Why we can’t stop looking at others’ screens: Screen creeping is driven by curiosity – it’s human nature. But for some, it goes much deeper than that.
**SCREEN CREEPING CAN HELP US LEARN ABOUT OTHERS, FEEL MORE CONNECTED, AND HAVE FUN – ONLY FEW DO SO WITH DEVIOUS INTENT**

<table>
<thead>
<tr>
<th>6 IN 10</th>
<th>5 IN 10</th>
<th>4 IN 10</th>
<th>4 IN 10</th>
<th>2 IN 10</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CAN’T HELP IT</strong></td>
<td><strong>NATURAL CURIOSITY</strong></td>
<td><strong>FUN</strong></td>
<td><strong>CONNECTION</strong></td>
<td><strong>DEVIOUS</strong></td>
</tr>
<tr>
<td>US</td>
<td>CA</td>
<td>UK</td>
<td>US</td>
<td>CA</td>
</tr>
<tr>
<td>64%</td>
<td>60%</td>
<td>64%</td>
<td>34%</td>
<td>33%</td>
</tr>
<tr>
<td>I actively try to stop myself from looking at others’ screens</td>
<td>Looking at others’ screens gives me a glimpse inside their lives</td>
<td>It’s fun to see what others are doing on their screens</td>
<td>Looking at others’ screens can help me remember that other people are living lives similar to mine</td>
<td>I look at others’ computer or phone screens when I could potentially gain something from it</td>
</tr>
<tr>
<td>32%</td>
<td>32%</td>
<td>37%</td>
<td>24%</td>
<td>26%</td>
</tr>
<tr>
<td>I’m a naturally curious person, so I like to see what others are doing on their screens</td>
<td>I look at others’ screens when I’m bored</td>
<td>I get a similar sense of enjoyment from looking at others’ screens as I do from people watching</td>
<td>Looking at others’ screens helps give me perspective that everyone has a life as complex as my own</td>
<td></td>
</tr>
<tr>
<td>29%</td>
<td>33%</td>
<td>30%</td>
<td>21%</td>
<td>24%</td>
</tr>
<tr>
<td>Looking others’ screens gives me a glimpse inside their minds</td>
<td>Looking at others’ screens is an easy way for me to get outside my bubble and see what else is going on</td>
<td>Looking at others’ screens helps me feel more connected to those around me</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
YOU CAN LEARN A LOT ABOUT SOMEONE JUST FROM LOOKING AT WHAT'S ON THEIR SCREEN

% of individuals who have seen others looking at the following content on their computer/phone in public

From the innocuous...
- Listen to music
- Watch entertainment
- Check personal email
- Look at personal photos/videos

To the personal...
- Check dating apps
- Look at personal banking information
- Google embarrassing medical questions

To the naughty
- Look at NSFW content

Q10: And how often do you intentionally do the following? («I've seen others doing this» reported) // Base sizes: US = 1003, CA = 1000, UK = 1002
IN FACT, YOU MAY NOT WANT TO LOOK AT OTHERS’ SCREENS AT ALL OUT OF FEAR OF WHAT YOU MIGHT SEE

**HALF**

Have **looked at or seen others looking at NSFW (Not Safe For Work) content** on their computer or phone screen

<table>
<thead>
<tr>
<th>Content Type</th>
<th>US</th>
<th>CA</th>
<th>UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>...Disturbing images/videos</td>
<td>11%</td>
<td>8%</td>
<td>17%</td>
</tr>
<tr>
<td>...Images/videos that are NSFW</td>
<td>13%</td>
<td>10%</td>
<td>17%</td>
</tr>
<tr>
<td>...Sexually explicit content</td>
<td>10%</td>
<td>9%</td>
<td>16%</td>
</tr>
</tbody>
</table>

% of individuals who have:

- Looked at the following content on their computer/phone in public
- Seen others looking at the following content on their computer/phone in public

Q10: And how often do you intentionally do the following? (<Have done/Have seen> reported) // Base sizes: US = 1003, CA = 1000, UK = 1002

**IN FACT, YOU MAY NOT WANT TO LOOK AT OTHERS’ SCREENS AT ALL OUT OF FEAR OF WHAT YOU MIGHT SEE**
Screen creepers may not be stealing our data, but they are stealing our peace of mind.
PEOPLE ARE HYPOCRITES – JUST BECAUSE THEY SCREEN CREEP DOESN’T MEAN THEY WANT IT TO HAPPEN TO THEM

<table>
<thead>
<tr>
<th>% of individuals who agree with the following statements</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>US</strong></td>
</tr>
<tr>
<td><strong>9 in 10</strong></td>
</tr>
<tr>
<td>feel people should mind their own business and not look at others’ screens (85%)</td>
</tr>
<tr>
<td><strong>CA</strong></td>
</tr>
<tr>
<td>87%</td>
</tr>
<tr>
<td><strong>UK</strong></td>
</tr>
<tr>
<td>86%</td>
</tr>
<tr>
<td><strong>8 in 10</strong></td>
</tr>
<tr>
<td>wish people should be polite and not look at others’ screens (83%)</td>
</tr>
<tr>
<td><strong>CA</strong></td>
</tr>
<tr>
<td>86%</td>
</tr>
<tr>
<td><strong>UK</strong></td>
</tr>
<tr>
<td>83%</td>
</tr>
<tr>
<td><strong>7 in 10</strong></td>
</tr>
<tr>
<td>would feel violated if someone looked at their screen without their knowledge (71%)</td>
</tr>
<tr>
<td><strong>CA</strong></td>
</tr>
<tr>
<td>70%</td>
</tr>
<tr>
<td><strong>UK</strong></td>
</tr>
<tr>
<td>68%</td>
</tr>
</tbody>
</table>

Q17: How much do you agree or disagree with the following statements? (Strongly/Somewhat agree reported) // Base sizes: US = 1003, CA = 1000, UK = 1002
IN THE FACE OF CREEPING, MANY SEEM PARANOID

7 in 10
Say they feel like someone is looking at their screen while in public

US: 70% // CA: 67% // UK: 67%
AND THEY FEEL HELPLESS IN PROTECTING THEIR PRIVACY AGAINST CREEPERS

Wish they could **use their computer without ever worrying about others being able to see their screen**

3 in 4  
US: 72% // CA: 70% // UK: 64%

Believe **there is no solution to others seeing their computer screen** and that it’s a risk they must accept about being in public

2 in 3  
US: 61% // CA: 65% // UK: 63%
WE DON’T FEEL FREE TO USE OUR DEVICES HOW WE WANT

From limiting the content we look at... To feeling self conscious and exposed... To constantly worrying

8 IN 10 WON'T LOOK AT SPECIFIC CONTENT* ON THEIR SCREENS TO PROTECT FROM OTHERS SEEING IT

US: 83% // CA: 84% // UK: 83%

*A net of those agreeing they won’t look at:
Banking information:
US: 66% // CA: 67% // UK: 64%

NSFW content:
US: 55% // CA: 57% // UK: 54%

Medical information:
US: 43% // CA: 43% // UK: 42%

Photos:
US: 42% // CA: 40% // UK: 40%

Social media:
US: 33% // CA: 32% // UK: 31%

HALF FEEL NERVOUS ABOUT LOOKING AT ANYTHING ON THEIR SCREEN IN PUBLIC BECAUSE THEY WANT TO KEEP THEIR PRIVACY

US: 49% // CA: 46% // UK: 45%

HALF AGREE NO MATTER WHAT THEY'RE DOING, THEY FEEL SELF-CONSCIOUS ABOUT WHAT THEY DO ON THEIR SCREEN IN PUBLIC SINCE THEY DON’T WANT OTHERS TO SEE AND JUDGE THEM

US: 46% // CA: 44% // UK: 41%

1 IN 3 AGREE THEY’RE CONSTANTLY THINKING ABOUT WHAT’S ON THEIR SCREEN WHEN IN PUBLIC IN CASE OTHERS MIGHT SEE IT

US: 39% // CA: 33% // UK: 30%

Q18: How much do you agree or disagree with the following statements? (Strongly/Somewhat agree) reported // Base sizes: US = 1003, CA = 1000, UK = 1002
This phenomenon extends into the workplace, exposing confidential information to those who weren’t supposed to see it.
THE WORKPLACE IS NO EXCEPTION TO THE FEAR OF PRYING EYES

1 in 3

Office workers are **worried that a coworker will obtain a piece of their personal information by looking at their computer or phone screen**

<table>
<thead>
<tr>
<th></th>
<th>US</th>
<th>CA</th>
<th>UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>30%</td>
<td>32%</td>
<td>34%</td>
<td></td>
</tr>
</tbody>
</table>

Q3: Please rate the following based on how worried you are that they might see your personal information without your knowledge. (Note: This doesn't have to mean those who are intentionally or maliciously trying to access your data and can include those who may accidentally see or access your personal information). (<Strongly/Somewhat worried> reported) // Base sizes: US Office Workers = 501, CA Office Workers = 504, UK Office Workers = 500
THIS IS FOR GOOD REASON -- THE MAJORITY OF OFFICE WORKERS ARE SCREEN CREEPERS AND DOCUMENT PEEKERS

Q4: To start, how often do you do the following, even if it’s unintentional? (<All the time/Often/Sometimes/Rarely> reported) / Q5: And what about documents laying around? How often do you... (<All the time/Often/Sometimes/Rarely> reported) (No judgment from us – we all know it happens.) / Q7: And what about documents laying around? How often do you intentionally... (<All the time/Often/Sometimes/Rarely> reported) / Base sizes: US Office Workers = 501, CA Office Workers = 504, UK Office Workers = 500

- **US**
  - 73% Of office workers creep on coworkers’ **computer or phone screens** while at work
  - 73% Of office workers creep on coworkers’ **unclaimed documents in or around the printer** at work
  - 79% 88%
  - 75% 81%
FROM BATHROOM BREAKS TO BOARDROOMS, THERE IS AMPLE OPPORTUNITY FOR OFFICE WORKERS TO CATCH GLIMPSES OF THEIR COWORKERS’ SCREENS

HALF
Office workers are likely to creep while walking past their coworkers’ desks

1 in 3
Of office workers are likely to creep during a meeting at work

EDELMAN INTELLIGENCE / © 2019
Q9: How likely are you to, either intentionally or unintentionally, observe what others are doing on their screens (phone, computer, etc.) in each of the following locations/scenarios? As a reminder, when we talk about looking at screens, we are only talking about situations where people are using their devices and are unaware that others are looking at their screen. We are not asking about situations where people are breaking into or using others’ devices while they are unattended. (<Very/Somewhat likely> reported) // Base sizes: US Office Workers = 501, CA Office Workers = 504, UK Office Workers = 500
WHY DO THEY DO IT? SOME ARE HOPING THE INFORMATION THEY LEARN CAN BE ADVANTAGEOUS

Peekers

I like to look at documents left in the printer tray because sometimes I **learn confidential information that I'm not supposed to know**

- **US**: 25%
- **CA**: 29%
- **UK**: 40%

Creepers

I look at coworkers’ computer or phone screens when **I could potentially gain something from it** (i.e., learning information that I could use to my advantage)

- **US**: 21%
- **CA**: 28%
- **UK**: 31%
AND IT’S OFTEN TRUE – MANY OFFICE WORKERS ADMIT TO HAVING SEEN THINGS THEY SHOULDN’T HAVE

Through creeping at coworkers’ computers...

- 37% (US) have seen confidential information
- 30% have seen NSFW content
- 28% have seen coworkers searching for other jobs

- 35% (CA)
- 40% (UK)
Through peeking at coworkers’ printouts...

- **US**
  - Have seen **personal print outs**: 58%
  - Have seen **confidential information**: 43%
  - Have seen **highly personal data** (such as a social security number or credit card number): 25%

- **CA**
  - Have seen **personal print outs**: 57%
  - Have seen **confidential information**: 40%
  - Have seen **highly personal data** (such as a social security number or credit card number): 23%

- **UK**
  - Have seen **personal print outs**: 60%
  - Have seen **confidential information**: 45%
  - Have seen **highly personal data** (such as a social security number or credit card number): 23%
This can put both employees and their organizations at risk, as office workers admit to being opportunistic when exposed to confidential or private information.

Office workers who would do something with these documents if they saw them left in the printer:

(Net of: look at it, take a picture, make a copy, take it, tell coworkers, let manager know, or throw it away)

**HALF**

In the UK, it’s 6 in 10

- **A document with bonus information**
  - US: 53%, CA: 52%, UK: 61%

- **A document with salary information**
  - US: 53%, CA: 52%, UK: 60%

- **A document detailing that someone you know is going to get fired**
  - US: 53%, CA: 51%, UK: 58%

**4 in 10**

- **A job application or resume from a coworker**
  - US: 40%, CA: 40%, UK: 49%

- **A document with medical information about one of your coworkers**
  - US: 43%, CA: 42%, UK: 54%

Over half of office workers in the UK would do something with a coworker’s medical information.
Having to protect their privacy has become an everyday distraction for office workers.
THIS HAS CREATED AN UNHEALTHY WORK ENVIRONMENT - SUSPICIOUS OF THOSE AROUND THEM, OFFICE WORKERS ARE HIDING THEIR SCREENS AND MONITORING THEIR DAILY BEHAVIOR

8 in 10

Hide their screen from coworkers to prevent them seeing what they are doing

<table>
<thead>
<tr>
<th></th>
<th>US</th>
<th>CA</th>
<th>UK</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>77%</td>
<td>75%</td>
<td>77%</td>
</tr>
</tbody>
</table>

4 in 10

Feel they can’t look at what they want on their computer/phone at work because they are worried a coworker is looking at their screen

<table>
<thead>
<tr>
<th></th>
<th>US</th>
<th>CA</th>
<th>UK</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>38%</td>
<td>43%</td>
<td>47%</td>
</tr>
</tbody>
</table>

Get nervous when a notification pops up while they are showing coworkers their screen

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<thead>
<tr>
<th></th>
<th>US</th>
<th>CA</th>
<th>UK</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>41%</td>
<td>44%</td>
<td>46%</td>
</tr>
</tbody>
</table>
**THEY FEEL UNABLE TO PRINT IN PEACE, FEELING LIKE THEY NEED TO SNEAK AROUND**

<table>
<thead>
<tr>
<th>Statement</th>
<th>US</th>
<th>CA</th>
<th>UK</th>
<th>Base Sizes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rush to the printer after they print something to prevent coworkers from seeing it first</td>
<td>45%</td>
<td>48%</td>
<td>49%</td>
<td>US Office Workers = 501, CA Office Workers = 504, UK Office Workers = 500</td>
</tr>
<tr>
<td>Prefer to step out to a copy shop to print something instead of printing it at work to prevent coworkers from seeing it</td>
<td>38%</td>
<td>38%</td>
<td>37%</td>
<td></td>
</tr>
</tbody>
</table>
There is opportunity for HP to provide the peace of mind people are looking for.
Among the general public, there is a call to action for laptop manufacturers to protect against in-person “hacking.”

- Wish there were a button they could press on their computer that would make people unable to see their screen (2 in 3)
  - US: 72% // CA: 68% // UK: 64%

- Feel laptop manufacturers should make it more difficult for others to look at their screen (2 in 3)
  - US: 66% // CA: 68% // UK: 63%

Would *purchase the computer brand* with the better security features (4 in 5)
- US: 78% // CA: 78% // UK: 77%
AND THE CALL IS EVEN LOUDER AMONG OFFICE WORKERS

Say they don’t feel there is a solution to preventing coworkers from seeing their computer screen (86%)

Wish there were a button they could press on their computer that would make people unable to see their screen (76%)

Wish documents didn’t print until they were standing in front of the printer to avoid someone seeing what they print (63%)

US

9 in 10

CA

82%

70%

62%

UK

80%

68%

65%
THANK YOU

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IS THERE TROUBLE IN PARADISE? RELATIONSHIPS TOP THE CHARTS IN CREEPING BEHAVIOR

Only **19%**

**Worry** that their significant other will see their personal information without their knowledge

- CA: 15%
- UK: 20%

But **64%**

Admit to *intentionally* looking at their significant other’s computer or phone screen to see what they’re doing, what they’re reading, or who they’re chatting with

- CA: 64%
- UK: 62%

**6 in 10**

Would look at a text notification that popped up on their significant other’s phone

- US: 63%
- CA: 58%
- UK: 60%

**HALF**

Hide their computer or phone screen from their significant other to prevent them from seeing what they’re doing

- US: 47%
- CA: 50%
- UK: 53%

**1 in 5**

Americans learned their significant other was cheating on them because of texts they saw pop up on their phone

- US: 18%
- CA: 10%
- UK: 12%

Q6_3: And how often do you intentionally do the following? (No judgment from us – we all know it happens.) (<All the time/Often/Sometimes/Rarely> reported) // Q12: And what would you do in each of the following scenarios? (<Would get a closer look/Would glance and look away> reported) // Q16: Please rate how often each of the following happens. (<All the time/Often/Sometimes/Rarely> reported) // Q19: Which of the following has happened to you? // Base sizes: US = 1003, CA = 1000, UK = 1002. In a relationship: US = 518, CA = 532, UK = 616
HERE’S WHERE WE ARE MOST LIKELY TO GET OUR CREEPING FIX

% of individuals who are likely to creep in the following locations

- On public transit (buses, trains, etc.)
  - US: 33%
  - CA: 33%
  - UK: 28%

- At my own home or someone else’s home
  - US: 36%
  - CA: 37%
  - UK: 31%

- Waiting in line at a restaurant/store
  - US: 31%
  - CA: 28%
  - UK: 27%

- On an airplane
  - US: 32%
  - CA: 33%
  - UK: 34%

- At work
  - US: 34%
  - CA: 31%
  - UK: 29%

- Sitting in the waiting area of an office
  - US: 28%
  - CA: 27%
  - UK: 25%

- At an airport
  - US: 29%
  - CA: 28%
  - UK: 27%

- Sitting in a café, restaurant, or bar
  - US: 25%
  - CA: 27%
  - UK: 29%

- Out and about in public
  - US: 24%
  - CA: 24%
  - UK: 22%

Q9: How likely are you to, either intentionally or unintentionally, observe what others are doing on their screens (phone, computer, etc.) in each of the following locations/scenarios? As a reminder, when we talk about looking at screens, we are only talking about situations where people are using their devices and are unaware that others are looking at their screen. We are not asking about situations where people are breaking into or using others’ devices while they are unattended. (<Very/Somewhat> likely reported) // Base sizes: US = 1003, CA = 1000, UK = 1002
FROM LATEST OFFICE GOSSIPS TO A POP-UP WHILE PRESENTING, OFFICE WORKERS ARE GOING TO LOOK AT THEIR COWORKERS SCREENS

% of individuals who would look in the following scenarios:

- **“A coworker has salary information open on their computer or phone screen”**
  - US: 45%
  - CA: 47%
  - UK: 57%

- **“A coworker has company financials open on their computer or phone screen”**
  - US: 46%
  - CA: 45%
  - UK: 53%

- **“A message from a private conversation between two of your coworkers pops up on one of their computer or phone or phone screens”**
  - US: 49%
  - CA: 52%
  - UK: 62%

- **“Your team member sitting in front of you at work is emailing a recruiter about a new job”**
  - US: 50%
  - CA: 49%
  - UK: 61%

- **“An email pops up on your coworker’s computer or phone screen as they’re projecting/sharing their screen”**
  - US: 50%
  - CA: 62%
  - UK: 69%

- **“A message notification pops up on your coworker’s computer or phone screen as they’re showing you something on their laptop”**
  - US: 60%
  - CA: 59%
  - UK: 67%

- **“A message talking about you pops up on your coworker’s computer”**
  - US: 67%
  - CA: 65%
  - UK: 71%