# Supporting Information for Pwned: The Risk of Exposure From Data Breaches*

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# SI 1 Tables

The missing entries reflect cases where we do not have commensurate categories in our data. The largest differences we see are on race and ethnicity, a variable where our coding differs from CPS in meaningful ways.

Table SI 1.1: Comparison Between YouGov and CPS 2018

|  | cps | yg | diff |
|---|---|---|---|
| Age |  |  |  |
| 18 to 25 | 0.14 | 0.13 | 0.01 |
| 26 to 35 | 0.18 | 0.18 | 0.00 |
| 36 to 50 | 0.25 | 0.23 | 0.02 |
| 51 to 65 | 0.25 | 0.26 | -0.01 |
| 66 to 80+ | 0.19 | 0.18 | 0.01 |
| Sex |  |  |  |
| Male | 0.48 | 0.51 | -0.03 |
| Female | 0.52 | 0.49 | 0.03 |
| Race |  |  |  |
| White alone | 0.78 | 0.64 | 0.14 |
| Black or African American alone | 0.13 | 0.12 | 0.01 |
| American Indian and Alaska Native alone | 0.01 | 0.01 | 0.00 |
| Asian alone | 0.06 |  |  |
| Native Hawaiian and Other Pacific Islander alone | 0.00 |  |  |
| Two or more races | 0.02 |  |  |
| Educational Attainment |  |  |  |
| No high school diploma | 0.11 | 0.07 | 0.04 |
| High school or equivalent | 0.29 | 0.33 | -0.04 |
| Some college, less than 4-yr degree | 0.28 | 0.31 | -0.03 |
| Bachelor's degree or higher | 0.32 | 0.29 | 0.03 |

Table SI 1.2: Number of Breaches by Race/Ethnicity

|  | *Dependent variable:* |
| --- | --- |
|  | Number of Breaches |
| Black | .04 |
|  | (.12) |
| Hispanic/Latino | −.62*** |
|  | (.10) |
| Asian | −.30 |
|  | (.23) |
| Native American | −.16 |
|  | (.36) |
| Middle Eastern | −.46** |
|  | (.24) |
| Mixed Race | −.67** |
|  | (.29) |
| Other | −.20 |
|  | (.73) |
| Constant | 3.12*** |
|  | (.05) |
| Observations | 5,000 |
| $R^2$ | .01 |
| Adjusted $R^2$ | .01 |
| *Note:* | *p<0.1; **p<0.05; ***p<0.01 |

Table SI 1.3: Number of Breaches by Sex

|  | Dependent variable: |
| --- | --- |
|  | Number of Breaches |
| Male | −.35*** |
|  | (.07) |
| Constant | 3.17*** |
|  | (.05) |
| Observations | 5,000 |
| $R^2$ | .004 |
| Adjusted $R^2$ | .004 |
| *Note:* | *p<0.1; **p<0.05; ***p<0.01 |

Table SI 1.4: Number of Breaches by Education

|  | Dependent variable: |
| --- | --- |
|  | Number of Breaches |
| HS Grad. | .54*** |
|  | (.16) |
| Some College | .69*** |
|  | (.16) |
| 2-year College Degree | .72*** |
|  | (.18) |
| 4-year College Degree | .87*** |
|  | (.17) |
| Postgrad Degree | .85*** |
|  | (.18) |
| Constant | 2.35*** |
|  | (.14) |
| Observations | 5,000 |
| $R^2$ | .01 |
| Adjusted $R^2$ | .01 |
| *Note:* | *p<0.1; **p<0.05; ***p<0.01 |

Table SI 1.5: Number of Breaches by Age

|  | *Dependent variable:* |
| --- | --- |
|  | Number of Breaches |
| ns(age, 2)1 | 2.23*** |
|  | (.20) |
| ns(age, 2)2 | −.90*** |
|  | (.21) |
| Constant | 2.01*** |
|  | (.09) |
| Observations | 5,000 |
| $R^2$ | .03 |
| Adjusted $R^2$ | .03 |
| *Note:* | *p<0.1; **p<0.05; ***p<0.01 |

# SI 2 Figures

Figure SI 2.1: Relationship Between Race and Number of Breaches
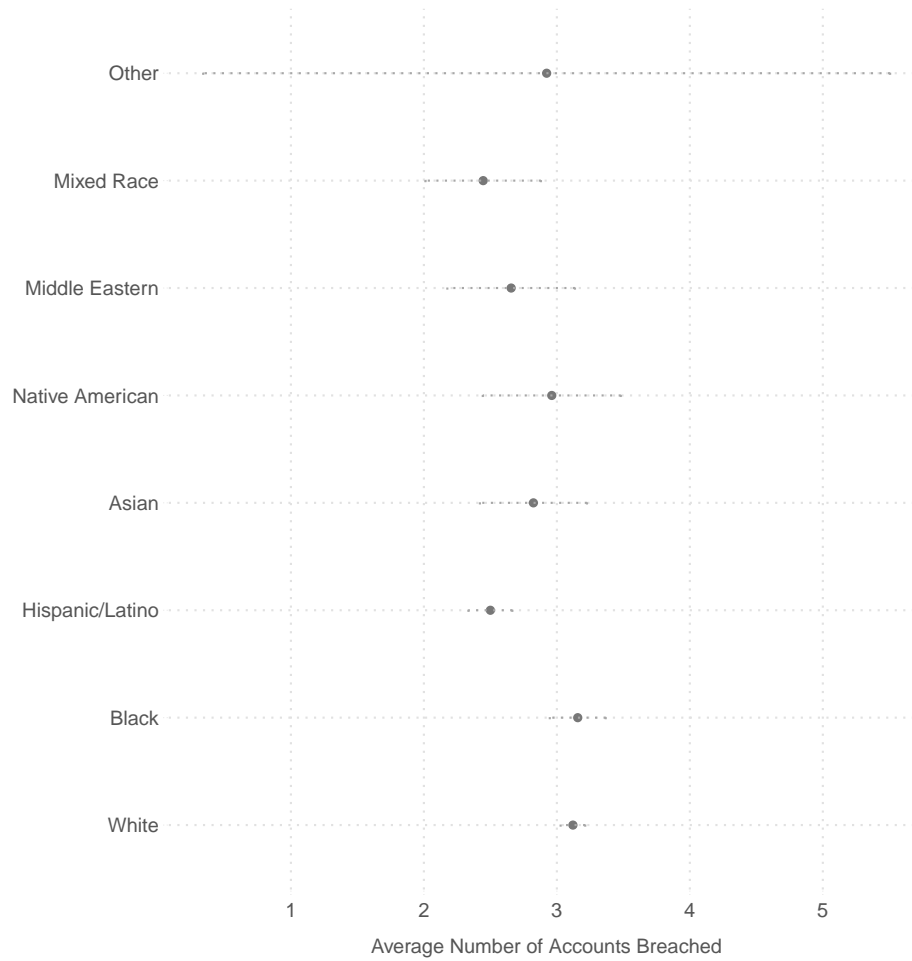


Average Number of Accounts Breached

*Figure SI 2.2: Relationship Between Sex and Number of Breaches*



Male

Female

2.7      2.8      2.9      3.0      3.1      3.2

Average Number of Accounts Breached
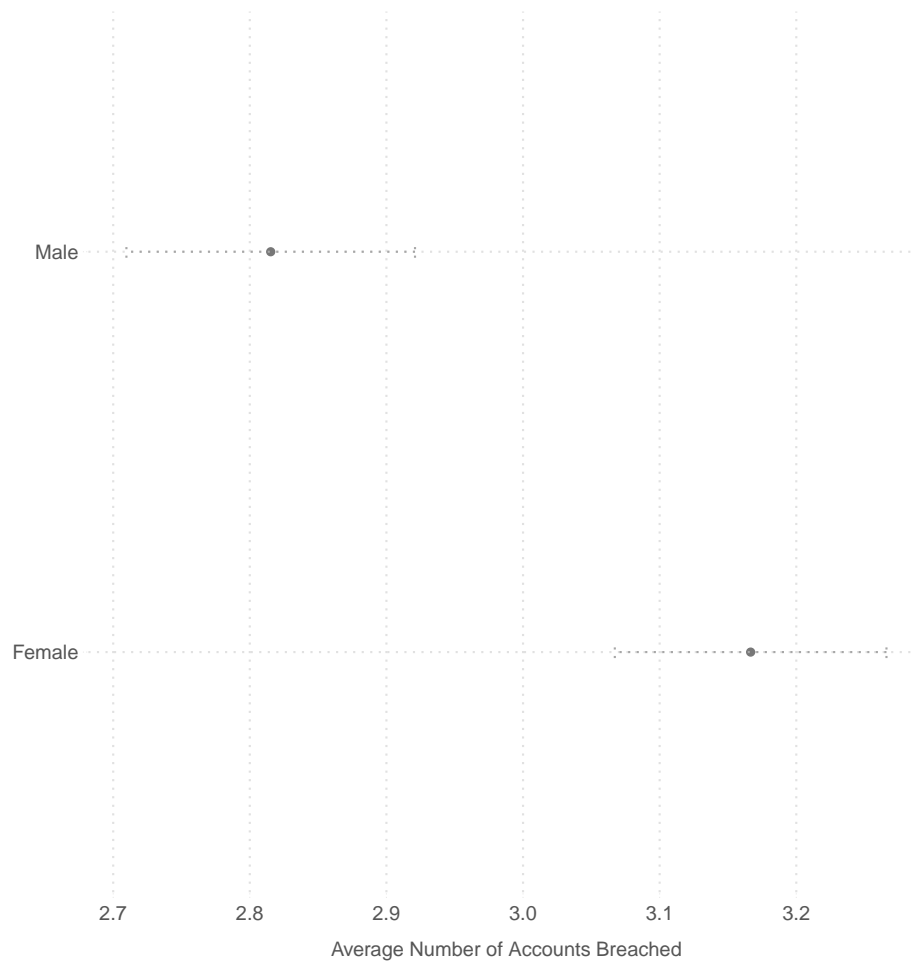
*Figure SI 2.3: Relationship Between Education and Number of Breaches*

Postgrad Degree

4–year College Degree

2–year College Degree

Some College

HS Grad.

No HS

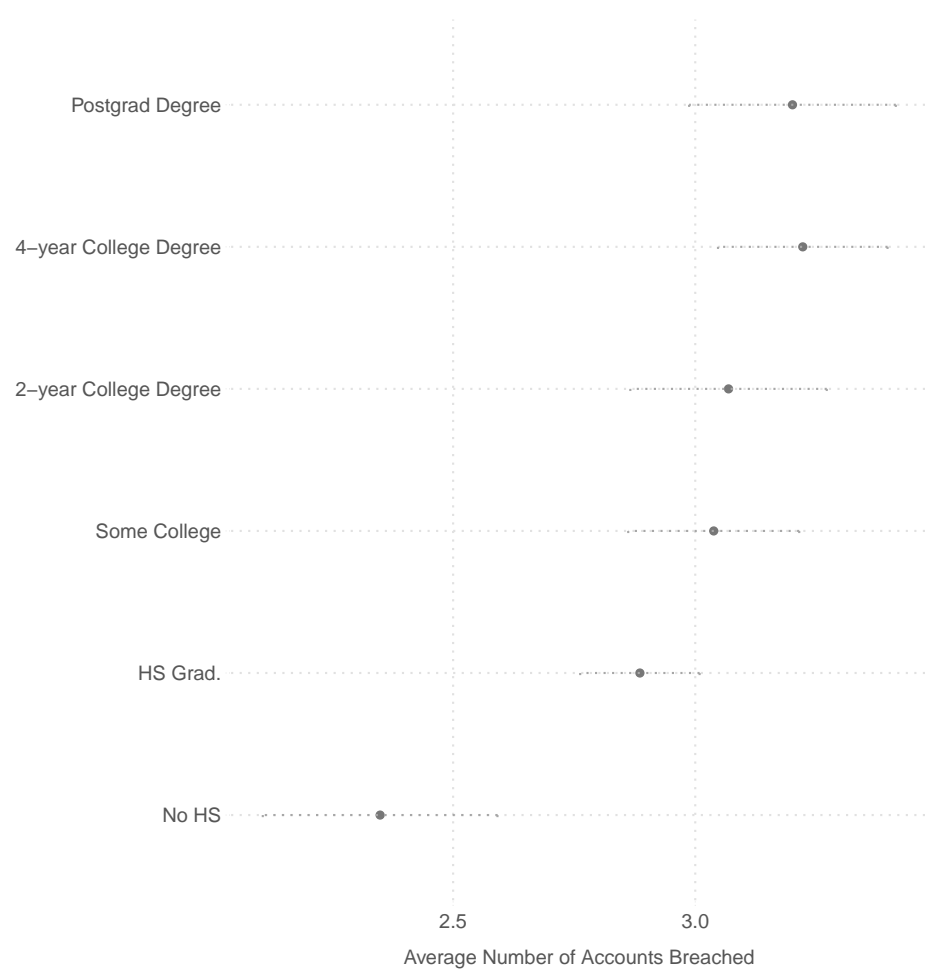2.5                     3.0

Average Number of Accounts Breached

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Figure SI 2.4: Relationship Between Age and Number of Breaches