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Dataset

1. Password Groups (From Step 3).

2. Similarities Used for Grouping Passwords (From Step 3).

3. Account Groups (From Step 5).

4. Similarities Used for Grouping Accounts (From Step 5).

5. Reasons for Reusing/Not Reusing Passwords (From Step 5).

1. Password Groups

Participant	Password Group	Code	Length	Perceived Security Level	Difficulty of Recall
1	1	A	6	3	5
		B	8	4	5
	2	A	8	5	4
2	1	A	8	2	1
		B	6	1	1
		C	7	2	1
	2	A	15	3	2
		B	10	3	2
		C	13	3	2
		D	8	3	1
		E	12	3	2
		F	17	3	3
	3	A	10	4	3
		B	13	4	3
		C	11	4	3
		D	16	4	3
	4	A	21	5	4
		B	29	5	4
		C	26	5	4
3	1	A	4	1	5
	2	A	8	5	1
		B	8	5	1
		C	7	5	1
	3	A	6	1	1
4	1	A	8	3	2
		B	12	4	2
		C	7	2	1
	2	A	8	4	3
		B	8	4	4
	3	A	11	5	3
5	1	A	8	3	3
	2	A	16	5	5
	3	A	9	2	2
6	1	A	8	2	1
		B	8	2	1
		C	6	2	1
		D	6	2	1
	2	A	11	5	2
		B	12	4	2
		C	7	3	2
		C	7	3	2

	3	A	5	5	4
7	1	A	10	3	4
		B	9	3	4
		C	9	3	4
		D	10	3	4
	2	A	7	3	4
	3	A	8	5	2
	4	A	6	1	4
	5	A	9	4	4
	6	A	8	4	4
	7	A	8	4	4
10	1	A	8	4	3
	1	B	9	3	1
	1	C	13	5	1
	2	A	8	1	1
	2	B	9	3	2
	2	C	8	4	2
11	1	A	7	2	1
		B	9	3	1
		C	12	2	2
	2	A	8	4	1
	3	A	14	5	3
	4	A	15	5	4
	5	A	5	1	1
	6	A	8	5	5
12	1	A	8	4	4
		B	6	4	5
	2	A	11	3	1
		B	11	3	1
		C	11	3	1
		D	11	3	1
	3	A	7	4	2
		B	13	4	2
		C	13	4	2
		D	8	4	2
		E	13	4	2
		F	4	4	1
13	1	A	8	5	1
		B	10	5	1
	2	A	4	2	1
		B	4	2	1
		C	5	2	2
	3	A	6	2	1
		B	6	1	2
		C	6	3	1

		D	8	3	1
		E	8	3	3
	4	A	5	1	1
		B	5	1	1
	5	A	8	2	1
	6	A	8	5	5
14	1	A	8	4	5
		B	7	4	4
		C	8	4	4
	2	A	9	4	3
	3	A	9	5	2
	4	A	8	5	3
15	1	A	9	3	5
		B	8	4	5
		C	9	3	5
		D	9	2	5
	2	A	9	4	4
		B	9	3	3
		C	9	5	2
	3	A	8	3	5
		B	9	3	4
	4	A	8	2	5
	5	A	8	4	4
		B	8	3	5
	6	A	8	5	2
16	1	A	7	4	1
		B	9	3	3
	2	A	8	5	3
	3	A	4	4	1
		B	4	5	4
17	1	A	8	5	3
		B	8	5	4
	2	A	9	3	1
		B	11	4	2
		C	12	4	4
		D	7	3	4
		E	15	4	4
	3	A	6	2	4
18	1	A	7	1	1
		B	14	4	1
		C	9	5	2
		D	8	1	1
19	1	A	7	3	1
		B	7	5	2

		C	6	3	1
		D	7	2	2
	2	A	8	3	1
		B	7	3	2
	3	A	8	3	2
	4	A	6	2	1
		B	6	2	1
20	1	A	8	2	1
		B	8	2	1
	2	A	12	4	1
		B	8	4	1
	3	A	5	1	2
	4	A	9	2	1
	5	A	4	1	1
	6	A	7	2	1
	7	A	9	2	2
21	1	A	6	4	2
		B	8	5	3
		C	9	5	4
	2	A	7	5	5
	3	A	4	3	2
		B	8	5	3
	4	A	4	1	1
22	1	A	8	4	5
	2	A	5	2	1
	3	A	7	3	2
	4	A	6	3	3
	5	A	7	4	2
23	1	A	8	1	1
		B	8	1	1
		C	8	2	1
	2	A	7	3	2
	3	A	8	5	2
	4	A	8	5	2
	5	A	8	4	2
	6	A	7	5	1
	7	A	8	5	2
	8	A	8	4	2
	9	A	23	5	2
	10	A	8	4	3
	11	A	7	4	1
	12	A	6	3	1
	13	A	8	4	2
	14	A	9	5	2
24	1	A	9	3	1

		B	13	4	1
		C	13	4	1
		D	14	4	1
		E	13	4	1
		F	13	3	2
		G	14	4	2
	2	A	8	5	4
	3	A	6	1	2
25	1	A	8	5	4
	2	A	8	5	4
		B	8	4	4
		C	8	4	4
	3	A	8	1	1
		B	6	1	1
	4	A	7	3	2
		B	7	3	2
	5	A	5	1	3
	6	A	4	1	3
26	1	A	8	2	3
		B	6	1	4
		C	4	1	5
		D	4	1	5
		E	4	1	5
	2	A	8	4	1
		B	6	2	3
	3	A	7	2	3
	4	A	8	2	3

2. Similarities Used for Grouping Passwords

Participant	Password	Reason/types of similarities used for grouping passwords
1	1	The majority of 1B is the same as 1A
	2	For internet banking
2	1	Similar length alphanumeric passwords
	2	Combination of group 1 passwords, separated by random characters
	3	Randomly generated, but pronounceable passwords
	4	Combination of randomly generated, but pronounceable passwords
3	1	Very old password
	2	Random alphanumeric
	3	Numbers only required
4	1	Based on common theme (music), same structure
	2	Randomly generated (i.e. no "mnemonics")
	3	Uses an arbitrary phrase and "codifies" it using a known scheme.
5	1	<i>(Single/Ungrouped)</i>
	2	<i>(Single/Ungrouped)</i>
	3	<i>(Single/Ungrouped)</i>
6	1	Similar alphanumeric

	2	Inspiration
	3	Given password
7	1	Easy to recall
	2	<i>(Single/Ungrouped)</i>
	3	<i>(Single/Ungrouped)</i>
	4	<i>(Single/Ungrouped)</i>
	5	<i>(Single/Ungrouped)</i>
	6	<i>(Single/Ungrouped)</i>
	7	<i>(Single/Ungrouped)</i>
8	1	Inspiration (date when the respondent first came to NZ).
	2	Inspiration (Girlfriend).
	3	Inspiration (Car related).
	4	University.
9	1	Most common
	2	Inspiration (Rock band that my wife and I like).
	3	Specific to the purpose of account
10	1	Things I saw when choosing passwords.
	2	2A – chose an animal type from the book I read
11	1	General passwords used for creating general online accounts
	2	For personal info, online banking
	3	Another secure password for other purposes.
	4	Personal e-mail address, different from password used to sign up for online
	5	Quick and easy password for unimportant accounts.
	6	Secure password when certain number of alphanumeric AND capital letters
12	1	1A – High security/random (was provided by provider)
	2	2A – Low risk account, less need for security
	3	3A – More frequently used
13	1	Use of numbers, letters & symbols. High security
	2	Numeric only, used for passwords requiring only numbers.
	3	Based off a similar word, substitution of numbers for letters, length based on
	4	Temporary, simple passwords, all numbers or all letters.
	5	<i>(Single/Ungrouped)</i>
	6	<i>(Single/Ungrouped)</i>
14	1	All the same; easy to remember. Vary depending on if I can use the '#' sign or
	2	<i>(Single/Ungrouped)</i>
	3	<i>(Single/Ungrouped)</i>
	4	<i>(Single/Ungrouped)</i>
15	1	Same "word", same number of digits used, but different variations.
	2	Same numbers used, different "word".
	3	Used different set of numbers & digits.
	4	Capitals & symbols used
	5	Same length passwords & no. of digits
	6	Password with numbers, capital & symbols
16	1	Only letters
	2	Letters & numbers require
	3	Only numbers
17	1	Combination of alphabet and numbers.
	2	Alphabets at the start and then a couple of numbers at the end.
	3	<i>(Single/Ungrouped)</i>
18	1	Self inspiration
19	1	Similar length
	2	Similar length, date of birth.

	3	<i>(Single/Ungrouped)</i>
	4	Same password, easy to recall.
20	1	Based on the same word
	2	Complex passwords
	3	<i>(Single/Ungrouped)</i>
	4	<i>(Single/Ungrouped)</i>
	5	<i>(Single/Ungrouped)</i>
	6	<i>(Single/Ungrouped)</i>
	7	<i>(Single/Ungrouped)</i>
21	1	Same word prefix
	2	Random string (remembered over 5 years of uni).
	3	Same number prefix
	4	Simple, can never forget
22	1	<i>(Single/Ungrouped)</i>
	2	<i>(Single/Ungrouped)</i>
	3	<i>(Single/Ungrouped)</i>
	4	<i>(Single/Ungrouped)</i>
	5	<i>(Single/Ungrouped)</i>
23	1	Low security need, 3 disposable accounts
	2	<i>(Single/Ungrouped)</i>
	3	<i>(Single/Ungrouped)</i>
	4	<i>(Single/Ungrouped)</i>
	5	<i>(Single/Ungrouped)</i>
	6	<i>(Single/Ungrouped)</i>
	7	<i>(Single/Ungrouped)</i>
	8	<i>(Single/Ungrouped)</i>
	9	<i>(Single/Ungrouped)</i>
	10	<i>(Single/Ungrouped)</i>
	11	<i>(Single/Ungrouped)</i>
	12	<i>(Single/Ungrouped)</i>
	13	<i>(Single/Ungrouped)</i>
	14	<i>(Single/Ungrouped)</i>
24	1	The accounts have the same level of importance, hence using similar
	2	Automatically generated when the account was created
	3	Used for unimportant accounts. A made-up word that I like!
25	1	<i>(No reason given)</i>
	2	One base password others are variations, secure
	3	Assigned, not chosen.
	4	One base password, other are variations, insecure
	5	Bank assigned, not chose.
	6	Numerical
26	1	Important dates (birthday,...)
	2	Can't be understood by others, hard to guess.
	3	Someone hack my password.
	4	For fun.

3. Account Groups

Participant	Account Group	Code	Value of Information	Frequency of Usage	Password code	Password reuse	
1	1	A	3	4	1A	Y	
		B	1	2	1B	Y	
		C	4	3	1A	Y	
		2	A	4	4	1B	Y
		3	A	5	5	2A	N
		4	A	3	3	1A	Y
2	1	A	1	2	1A	Y	
		B	1	1	1B	N	
		C	1	1	1C	Y	
		D	1	2	1C	Y	
		E	1	2	1A	Y	
		2	A	2	2	2A	N
			B	2	3	2B	N
			C	2	2	2C	N
			D	2	1	2D	N
			E	2	2	2E	N
			F	2	2	2F	N
		3	A	3	4	3A	N
			B	4	5	3B	N
			C	3	5	3C	N
			D	3	3	3D	N
		4	A	5	4	4A	N
			B	5	5	4B	N
	C		5	5	4C	N	
3	1	A	5	5	2A	Y	
		B	3	2	2A	Y	
		C	1	1	2A	Y	
		D	4	4	2A	Y	
		E	3	3	2A	Y	
		F	2	4	2A	Y	
		G	3	3	2A	Y	
		2	A	5	1	2B	N
			B	5	1	2A	Y

		C	5	3	2A	Y
		D	5	1	2A	Y
	3	A	1	2	2A	Y
		B	1	2	2C	N
		C	4	1	2A	Y
	4	A	4	1	3A	N
		B	4	3	2A	Y
	5	A	4	3	2A	Y
		B	3	2	2A	Y
		C	3	1	2A	Y
		D	3	1	2A	Y
		E	3	1	2A	Y
		F	3	1	2A	Y
	6	A	2	2	1A	Y
		B	2	2	1A	Y
		C	2	2	1A	Y
4	1	A	3	5	1A	Y
		B	3	5	2B	N
	2	A	5	3	3A	N
	3	A	3	2	1A	Y
		B	4	2	1B	N
	4	A	2	2	1A	Y
		B	2	1	1A	Y
		C	2	1	1A	Y
		D	2	3	1A	Y
	5	A	4	5	2A	N
5	1	A	3	5	2A	Y
		B	3	1	2A	Y
	2	A	4	2	3A	Y
	3	A	5	5	1A	Y
	4	A	1	5	1A	Y
		B	1	2	3A	Y
		C	1	2	3A	Y
	5	A	3	5	2A	Y

6	1	A	2	5	2E	N
		B	2	1	1A	Y
		C	2	3	1D	Y
	2	A	5	2	2B	N
		B	5	2	2C	N
		C	5	2	2D	N
		D	5	2	2A	N
	3	A	3	2	3A	N
7	1	A	5	5	5A	
		B	5	3	2A	
	2	A	3	2	1C	N
		B	3	2	1A	N
		C	3	2	1B	N
	3	A	3	2	6A	N
	4	A	3	2	7A	N
	5	A	4	4	3A	N
	6	A	3	4	4A	N
8	1	A	2	4	?	
		B	2	4	?	
		C	2	4	?	
	2	A	2	2	?	
		B	3	2	?	
		C	2	2	?	
	3	A	4	5	?	
	4	A	5	5	?	
9	1	A	1	5	?	Y
		B	1	5	?	Y
		C	1	5	?	Y
		D	1	5	?	Y
	2	A	1	5	?	N
	3	A	1	5	?	N

	4	A	1	2	?	N
	5	A	1	3	?	N
	6	A	1	2	?	N
10	1	A	1	1	2A	Y
		B	4	5	2A	Y
		C	3	5	2B	N
	2	A	5	2	1A	N
		B	2	3	2C	N
		C	3	4	1C	N
11	1	A	4	5	1B	Y
		B	2	2	1A	Y
		C	2	2	1A	Y
		D	1	1	1A	Y
		E	1	1	1A	Y
	2	A	5	5	2A	Y
		B	5	4	2A	Y
		C	5	2	2A	Y
	3	A	5	5	1A	Y
		B	2	1	1A	Y
	4	A	3	3	5A	N
	5	A	2	3	1A	Y
		B	1	1	1A	Y
		C	1	1	1A	Y
		D	1	1	1A	Y
		E	1	1	1A	Y
		F	1	1	1A	Y
		G	3	5	1B	Y
		H	2	3	1A	Y
		I	2	3	1A	Y
		J	1	2	1A	Y
		K	1	1	1A	Y
		L	1	2	1A	Y
		M	1	1	1A	Y
		N	1	4	1A	Y
		O	1	4	1A	Y
		P	1	1	1A	Y
		Q	1	5	1C	N

		R	3	5	1A	Y
	6	A	5	5	6A	N
	7	A	4	5	4A	N
		B	2	1	1A	Y
		C	4	2	1A	Y
	8	A	5	2	3A	N
12	1	A	3	3	2C	Y
		B	5	5	3B	N
	2	A	3	5	3A	N
		B	4	4	3C	N
		C	4	2	3D	N
		D	4	3	1A	N
		E	3	4	3F	N
	3	A	2	4	2A	Y
		B	2	2	2B	Y
		C	2	4	2D	Y
		D	2	3	3E	N
		E	2	1	1B	N
13	1	A	2	2	3B	N
		B	4	2	1A	Y
		C	4	4	1A	Y
	2	A	4	1	6A	N
		B	1	1	3A	Y
		C	1	1	3A	Y
		D	1	1	6A	N
	3	A	3	4	3A	Y
		B	3	2	3E	N
		C	1	1	3A	Y
	4	A	5	5	1B	N
		B	1	1	3D	Y
		C	2	2	3D	Y
	5	A	5	1	5A	N
	6	A	3	1	3C	N
	7	A	1	3	2A	N

	8	A	2	5	4A	N
14	1	A	2	2	2A	Y
		B	4	5	1A	Y
		C	1	1	2A	Y
	2	A	4	5	3A	Y
		B	2	2	3A	Y
		C	2	1	3A	Y
	3	A	1	2	1A	Y
		B	1	2	1A	Y
		C	2	3	1A	Y
	4	A	3	2	4A	N
	5	A	1	2	1B	Y
		B	1	2	1B	Y
	6	A	2	2	1B	Y
		B	2	2	1B	Y
	7	A	1	2	1A	Y
		B	2	3	1A	Y
	8	A	1	1	1C	N
15	1	A	4	5	2A	Y
		B	2	4	1C	N
		C	5	5	1B	Y
	2	A	1	2	1A	N
		B	1	3	3A	Y
		C	1	1	4A	N
	3	A	1	2	3A	Y
		B	1	2	3B	Y
	4	A	2	2	5A	N
	5	A	5	1	6A	N
		B	5	3	3B	Y
		C	5	2	2C	Y
	6	A	4	1	2B	N
		B	4	1	2A	Y
	7	A	5	2	1B	Y

		B	5	3	3A	Y
	8	A	5	4	2C	Y
		B	5	5	5B	N
16	1	A	1	1	1A	Y
		B	1	2	1A	Y
		C	1	3	1A	Y
		D	1	1	1A	Y
		E	3	3	1A	Y
		F	5	2	1A	Y
		G	2	3	1A	Y
		H	5	3	1A	Y
	2	A	4	5	1B	N
	3	A	5	5	2A	N
	4	A	3	1	3A	Y
		B	4	2	3A	Y
		C	5	2	2B	N
17	1	A	4	5	2B	Y
		B	3	5	2B	Y
		C	1	1	2E	N
		D	4	3	1A	Y
	2	A	5	3	1A	Y
	3	A	3	2	2A	Y
		B	2	5	2A	Y
	4	A	1	4	2A	Y
		B	1	3	2A	Y
		C	1	2	2A	Y
		D	1	2	2A	Y
		E	1	2	2A	Y
		F	1	1	2C	Y
		G	1	1	2C	Y
	5	A	5	1	1B	N
	6	A	4	1	2D	N
		B	4	1	3A	N
18	1	A	1	5	1B	N
		B	1	2	1D	N
		C	1	5	1A	N

	2	A	5	5	1D	Y
		B	5	5	1D	Y
		C	1	2	1D	Y
	3	A	1	5	1B	Y
	4	A	5	1	1D	Y
		B	3	1	1A	Y
	5	A	1	5	1D	Y
19	1	A	5	5	1A	N
		B	5	5	2A	N
		C	5	5	3A	N
	2	A	3	2	1B	N
		B	3	1	1C	N
	3	A	2	1	4A	Y
		B	2	1	4B	Y
20	1	A	5	5	4A	N
	2	A	5	5	2A	Y
		B	4	5	2A	Y
	3	A	1	1	3A	Y
		B	2	1	3A	Y
	4	A	2	1	1A	Y
		B	5	5	1A	Y
	5	A	5	5	2B	N
	6	A	5	5	1B	N
	7	A	3	1	6A	Y
	8	A	3	1	6A	Y
		B	3	1	6A	Y
	9	A	4	1	7A	N
		B	2	1	5A	N
	10	A	5	1	1A	Y
21	1	A	3	2	1A	Y

		B	3	5	1A	Y
		C	4	2	1A	Y
		D	3	3	1A	Y
	2	A	4	5	1C	N
		B	4	5	2A	N
	3	A	4	2	3A	N
		B	3	3	3B	N
	4	A	5	5	1B	N
22	1	A	3	4	2A	N
		B	4	5	3A	Y
		C	3	3	3A	Y
		D	1	2	3A	Y
		E	2	1	3A	Y
	2	A	3	1	3A	Y
		B	3	1	4A	N
		C	3	3	5A	N
	3	A	4	5	1A	Y
		B	3	3	1A	Y
23	1	A	1	5	1A	Y
		B	1	5	1B	Y
	2	A	2	5	2A	Y
	3	A	5	5	3A	N
	4	A	5	5	4A	N
	5	A	5	5	5A	Y
	6	A	5	5	6A	Y
		B	5	4	6A	Y
		C	5	4	6A	Y
	7	A	5	2	7A	Y
		B	5	2	7A	Y
		C	5	2	7A	Y
		D	3	1	7A	Y
	8	A	5	3	9A	N
	9	A	4	2	10A	N

	10	A	4	2	14A	N
	11	A	1	4	12A	N
	12	A	3	2	13A	N
24	1	A	4	5	1G	N
		B	4	5	1B	N
		C	4	5	1E	N
		D	5	5	1A	N
		E	3	4	1F	N
		F	4	3	1C	N
		G	4	5	1D	N
	2	A	4	5	2A	N
	3	A	2	3	3A	Y
		B	2	3	3A	Y
25	1	A	3	2	5A	N
		B	4	3	2B	N
	2	A	3	5	2A	Y
		B	5	5	1A	Y
		C	5	1	2A	Y
		D	2	5	1A	Y
	3	A	5	5	1A	Y
		B	5	5	1A	Y
	4	A	1	2	4A	Y
	5	A	1	1	4A	Y
		B	1	1	4A	Y
		C	1	1	4A	Y
	6	A	2	3	3A	N
		B	2	3	6A	N
	7	A	2	1	2C	Y
	8	A	1	2	3B	N
26	1	A	5	5	1A	N
		B	3	2	1B	N
		C	2	2	4A	Y
		D	5	3	2A	N

		E	5	5	3A	N
	2	A	5	3	1E	N

4. Similarities Used for Grouping Accounts

Participant	Account group	Reason/types of similarities used for grouping the accounts
1	1	Personal/Entertainment
	2	Academic
	3	Banking
2	4	For Chinese forums where the account name will appear as my nickname on the website.
	1	Low security online services
	2	Low security remote UNIX-like systems that are SSL capable, but do not trust the system administrator.
	3	Somewhat more important/sensitive passwords. All remote systems are SSL-capable and I trust the system admin.
3	4	Extremely valuable accounts.
	1	All e-mail accounts
	2	Financial services
	3	Film stuff
	4	University login
	5	Online shopping
4	6	Yahoo accounts
	1	Personal e-mail
	2	Financial info
	3	Non-financial info but still concerned with private actions.
	4	Low-risk, public community type sites
5	5	Professional e-mail
	1	E-mail
	2	Online auction
	3	University
	4	Forums
6	5	Passports (MSN)
	1	E-mail
	2	High security
	3	School stuff
7	1	<i>(No reason given)</i>
	2	Similar websites
	3	<i>(Single/Ungrouped)</i>
	4	<i>(Single/Ungrouped)</i>
	5	<i>(Single/Ungrouped)</i>
	6	<i>(Single/Ungrouped)</i>
8	1	Free e-mail
	2	Online blog
	3	Online auction
	4	Online banking

9	1	Most popular and easy to recall
	2	<i>(Single/Ungrouped)</i>
	3	<i>(Single/Ungrouped)</i>
	4	<i>(Single/Ungrouped)</i>
	5	<i>(Single/Ungrouped)</i>
	6	<i>(Single/Ungrouped)</i>
10	1	Characters from books
	2	Random name of an object, reused and changed another. Chose a random word.
11	1	Online auction sites
	2	Online banking sites
	3	University related sites
	4	Business related site
	5	General websites, forums that require sign in, online shopping site.
	6	Site requires special secure password.
	7	Webmail, personal e-mail accounts
	8	Online money transfer
12	1	Free e-mail service
	2	Personal/private/work/important content
	3	Leisure/low risk
13	1	E-mail accounts
	2	Temporary online accounts that I used once or twice and never again
	3	Online discussion forums
	4	Online games requiring an account
	5	<i>(Single/Ungrouped)</i>
	6	<i>(Single/Ungrouped)</i>
	7	<i>(Single/Ungrouped)</i>
	8	<i>(Single/Ungrouped)</i>
14	1	Free e-mail accounts
	2	All important financial information
	3	All social chat boards (past time)
	4	Internet account
	5	Both gaming sites
	6	Auction sites
	7	Employment sites
	8	<i>(Single/Ungrouped)</i>
15	1	Email accounts
	2	Art group association
	3	Fan club & forum
	4	Translation account
	5	Online purchases
	6	Music purchases
	7	University accounts
	8	Pharmacy accounts
16	1	Has no restrictions on password
	2	Hotmail account

	3	Requires letters & numbers (password)
	4	Only allowed numbers in passwords
17	1	E-mail accounts – I don't think anything personal is stored.
	2	Very important information
	3	Online selling, buying, earning points accounts.
	4	Various online interest websites that require accounts.
	5	Partner's online account
	6	Family e-mail.
18	1	Personal, daily basis
	2	Fun, leisure, entertainment
	3	Chatting
	4	Important
	5	Woosh account
19	1	Free, web based e-mail
	2	Online reading material
	3	TV websites
20	1	<i>(Single/Ungrouped)</i>
	2	Media/web 2.0/communication accounts
	3	Infrequently accessed social networking accounts
	4	E-mail accounts
	5	<i>(Single/Ungrouped)</i>
	6	<i>(Single/Ungrouped)</i>
	7	<i>(Single/Ungrouped)</i>
	8	Pro audio companies – customer accounts
	9	Very rarely accessed accounts
21	1	Online use of the account for personal use
	2	University, work related accounts
	3	Personal use, but not accessed through online (mobile phone accounts, phone account with ISP)
	4	Very important, valuable, money-related also personal and accessed online through online banking but perceived to be extra important.
22	1	Free to use
	2	Online accounts for airpoints and internet services
	3	University/work-related
23	1	Low security, disposable accounts
	2	Low security, non confidential
	3	University logins
	4	Online banking
	5	E-mail, web hosting
	6	Home computer accounts
	7	Home computer admin accounts
	8	Digital signing/encryption
	9	Website database
	10	Personal database server
	11	Slashdot
	12	ISP e-mail login
24	1	All these accounts have the same level of importance to me

	2	Autogenerated password
	3	Not so important accounts, or sometimes for leisure.
25	1	Banks
	2	E-mail
	3	Computer login
	4	Online shopping
	5	Flat ads
	6	Libraries
	7	Website access
	8	Conference
26	1	Internet accounts
	2	Daily accounts

5. Reasons for Reusing/Not Reusing Passwords

Participant	Password	Reason/types of similarities used for grouping passwords
1	1	The majority of 1B is the same as 1A
	2	For internet banking
2	1	Similar length alphanumeric passwords
	2	Combination of group 1 passwords, separated by random characters
	3	Randomly generated, but pronounceable passwords
	4	Combination of randomly generated, but pronounceable passwords
3	1	Very old password
	2	Random alphanumeric
	3	Numbers only required
4	1	Based on common theme (music), same structure
	2	Randomly generated (i.e. no "mnemonics")
	3	Uses an arbitrary phrase and "codifies" it using a known scheme.
5	1	<i>(Single/Ungrouped)</i>
	2	<i>(Single/Ungrouped)</i>
	3	<i>(Single/Ungrouped)</i>
6	1	Similar alphanumeric
	2	Inspiration
	3	Given password
7	1	Easy to recall
	2	<i>(Single/Ungrouped)</i>
	3	<i>(Single/Ungrouped)</i>
	4	<i>(Single/Ungrouped)</i>
	5	<i>(Single/Ungrouped)</i>
	6	<i>(Single/Ungrouped)</i>
	7	<i>(Single/Ungrouped)</i>
8	1	Inspiration (date when the respondent first came to NZ).
	2	Inspiration (Girlfriend).
	3	Inspiration (Car related).
	4	University.
9	1	Most common
	2	Inspiration (Rock band that my wife and I like).

	3	Specific to the purpose of account
10	1	Things I saw when choosing passwords.
	2	2A – chose an animal type from the book I read
11	1	General passwords used for creating general online accounts
	2	For personal info, online banking
	3	Another secure password for other purposes.
	4	Personal e-mail address, different from password used to sign up for online
	5	Quick and easy password for unimportant accounts.
	6	Secure password when certain number of alphanumeric AND capital letters
12	1	1A – High security/random (was provided by provider)
	2	2A – Low risk account, less need for security
	3	3A – More frequently used
13	1	Use of numbers, letters & symbols. High security
	2	Numeric only, used for passwords requiring only numbers.
	3	Based off a similar word, substitution of numbers for letters, length based on
	4	Temporary, simple passwords, all numbers or all letters.
	5	<i>(Single/Ungrouped)</i>
	6	<i>(Single/Ungrouped)</i>
14	1	All the same; easy to remember. Vary depending on if I can use the '#' sign or
	2	<i>(Single/Ungrouped)</i>
	3	<i>(Single/Ungrouped)</i>
	4	<i>(Single/Ungrouped)</i>
15	1	Same "word", same number of digits used, but different variations.
	2	Same numbers used, different "word".
	3	Used different set of numbers & digits.
	4	Capitals & symbols used
	5	Same length passwords & no. of digits
	6	Password with numbers, capital & symbols
16	1	Only letters
	2	Letters & numbers require
	3	Only numbers
17	1	Combination of alphabet and numbers.
	2	Alphabets at the start and then a couple of numbers at the end.
	3	<i>(Single/Ungrouped)</i>
18	1	Self inspiration
19	1	Similar length
	2	Similar length, date of birth.
	3	<i>(Single/Ungrouped)</i>
	4	Same password, easy to recall.
20	1	Based on the same word
	2	Complex passwords
	3	<i>(Single/Ungrouped)</i>
	4	<i>(Single/Ungrouped)</i>
	5	<i>(Single/Ungrouped)</i>
	6	<i>(Single/Ungrouped)</i>
	7	<i>(Single/Ungrouped)</i>
21	1	Same word prefix
	2	Random string (remembered over 5 years of uni).
	3	Same number prefix

	4	Simple, can never forget
22	1	<i>(Single/Ungrouped)</i>
	2	<i>(Single/Ungrouped)</i>
	3	<i>(Single/Ungrouped)</i>
	4	<i>(Single/Ungrouped)</i>
	5	<i>(Single/Ungrouped)</i>
23	1	Low security need, 3 disposable accounts
	2	<i>(Single/Ungrouped)</i>
	3	<i>(Single/Ungrouped)</i>
	4	<i>(Single/Ungrouped)</i>
	5	<i>(Single/Ungrouped)</i>
	6	<i>(Single/Ungrouped)</i>
	7	<i>(Single/Ungrouped)</i>
	8	<i>(Single/Ungrouped)</i>
	9	<i>(Single/Ungrouped)</i>
	10	<i>(Single/Ungrouped)</i>
	11	<i>(Single/Ungrouped)</i>
	12	<i>(Single/Ungrouped)</i>
	13	<i>(Single/Ungrouped)</i>
	14	<i>(Single/Ungrouped)</i>
24	1	The accounts have the same level of importance, hence using similar
	2	Automatically generated when the account was created
	3	Used for unimportant accounts. A made-up word that I like!
25	1	<i>(No reason given)</i>
	2	One base password others are variations, secure
	3	Assigned, not chosen.
	4	One base password, other are variations, insecure
	5	Bank assigned, not chose.
	6	Numerical
26	1	Important dates (birthday,...)
	2	Can't be understood by others, hard to guess.
	3	Someone hack my password.
	4	For fun.