

Lost in Transit - Top Line country results and tables

Over 5000 adults took part in the study, which was carried out by Research Now on behalf of AVG to look at how electronic devices are lost. Note, the definition of 'lost' includes stolen or mislaid

“Lost” laptops that were lost or stolen

	All	USA	UK	AUS	NZ	JPN	ES	IT	DE	FR	CAN
Lost	31%	37%	31%	30%	16%	32%	34%	37%	42%	21%	38%
Stolen	50%	45%	48%	50%	87%	21%	49%	47%	49%	62%	40%

“Lost” smartphones that were lost or stolen

	All	USA	UK	AUS	NZ	JPN	ES	IT	DE	FR	CAN
Lost	53%	62%	56%	59%	57%	64%	51%	47%	53%	39%	64%
Stolen	35%	27%	33%	32%	34%	15%	40%	42%	34%	49%	23%

Key result: Smartphones are more likely to be lost or mislaid, while laptops are more likely to be stolen. US (62%) and Japanese (64%) smartphone owners were most likely to simply lose their smartphones.

If you lost a device, did you require a password to access it?

	All	USA	UK	AUS	NZ	JPN	ES	IT	DE	FR	CAN
Laptop	64%	71%	65%	61%	61%	56%	60%	65%	73%	65%	65%
Phone	58%	32%	41%	45%	35%	40%	71%	60%	74%	73%	38%
Tablet	61%	71%	56%	50%	62%	46%	67%	57%	74%	70%	60%
E-reader	46%	52%	41%	33%	14%	36%	46%	62%	61%	55%	41%
MP3 player	15%	25%	17%	18%	6%	16%	14%	17%	14%	10%	20%
Gaming device	18%	28%	13%	13%	5%	16%	17%	28%	28%	16%	17%

Key result - Almost two thirds of lost laptops were password protected. US laptop owners are the most likely to use a password.

For any of the lost devices, did you have insurance?

	All	USA	UK	AUS	NZ	JPN	ES	IT	DE	FR	CAN
Laptop	38%	45%	55%	43%	65%	19%	30%	25%	45%	36%	38%
Phone	26%	37%	36%	24%	38%	24%	19%	13%	23%	26%	16%
Tablet	40%	50%	50%	39%	54%	32%	37%	35%	39%	39%	37%
E-reader	33%	38%	65%	29%	29%	27%	29%	24%	17%	45%	41%
MP3 player	13%	17%	25%	15%	34%	8%	8%	11%	9%	9%	11%
Gaming device	18%	23%	34%	28%	37%	6%	19%	11%	26%	14%	15%

Key result: Laptops and tablets are most likely to be insured, while relatively few smartphones are. In New Zealand and the UK the majority of laptops that were lost or stolen had insurance.

Did you have any of the following on your lost / stolen laptop?

	All	USA	UK	AUS	NZ	JPN	ES	IT	DE	FR	CAN
Home or relative address	37%	53%	51%	54%	57%	39%	30%	29%	46%	34%	39%
ID information	22%	37%	22%	27%	26%	18%	25%	29%	19%	22%	22%
Confidential work related information	32%	45%	42%	48%	46%	23%	30%	30%	34%	31%	31%
Bank details	28%	43%	34%	40%	42%	24%	28%	26%	30%	21%	31%

Key result: Over a third of lost laptops had personal or relatives information on it, while a third contained work information. Australian (48%) laptops were most likely to include confidential work files.

Did you have any of the following on your lost / stolen smartphone?

	All	USA	UK	AUS	NZ	JPN	ES	IT	DE	FR	CAN
Home or relative address	40%	47%	36%	44%	39%	58%	28%	44%	49%	30%	36%
ID information	12%	14%	10%	13%	9%	14%	14%	18%	8%	8%	11%
Work related information	16%	16%	12%	15%	11%	14%	12%	19%	18%	21%	13%
Bank details	11%	13%	9%	12%	9%	12%	11%	13%	11%	8%	12%

Key result - Four in ten lost or stolen smartphones contained personal information. In Germany, half of phones did so.

Did you lose any of these devices while at a Winter holiday / Christmas celebration or party?

	All	USA	UK	AUS	NZ	JPN	ES	IT	DE	FR	CAN
Laptop	4%	12%	10%	8%	6%	2%	3%	4%	3%	4%	4%
Phone	9%	11%	13%	12%	9%	6%	10%	8%	12%	6%	8%

Key result - Almost one in ten smartphones were lost while at a holiday celebration, in Germany it was 12%

The state the respondent was in when losing their laptop

	All	USA	UK	AUS	NZ	JPN	ES	IT	DE	FR	CAN
Aware	20 %	19 %	16 %	21 %	34 %	17 %	13 %	18 %	13 %	26 %	17 %
In a rush	21 %	23 %	19 %	14 %	19 %	18 %	18 %	23 %	25 %	18 %	23 %
Busy / distracted	27 %	25 %	43 %	28 %	24 %	29 %	35 %	20 %	34 %	31 %	26 %
Tired / sleeping	12 %	13 %	6 %	16 %	10 %	17 %	7 %	14 %	13 %	7 %	12 %
Loaded full of shopping	5 %	9 %	5 %	6 %	1 %	0 %	10 %	7 %	3 %	6 %	5 %
Anxious / Worried	11 %	8 %	6 %	9 %	9 %	15 %	15 %	16 %	5 %	10 %	11 %
Intoxicated	3 %	2 %	4 %	6 %	2 %	4 %	2 %	2 %	6 %	1 %	5 %

Key result - Only 1/5 laptop owners were in a state of awareness when they lost it. Over a quarter were busy or distracted.

The state the respondent was in when losing their smartphone

	All	USA	UK	AUS	NZ	JPN	ES	IT	DE	FR	CAN
Aware	15 %	16 %	19 %	18 %	18 %	7 %	10 %	20 %	8 %	20 %	20 %
In a rush	22 %	19 %	19 %	23 %	18 %	29 %	18 %	23 %	23 %	19 %	20 %
Busy / distracted	35 %	43 %	28 %	31 %	39 %	25 %	44 %	29 %	45 %	40 %	20 %
Tired / sleeping	8 %	6 %	7 %	7 %	5 %	17 %	4 %	8 %	6 %	7 %	10 %
Loaded full of shopping	7 %	5 %	8 %	5 %	5 %	7 %	10 %	10 %	4 %	5 %	17 %
Anxious / Worried	6 %	6 %	6 %	4 %	4 %	8 %	8 %	8 %	5 %	7 %	10 %
Intoxicated	7 %	4 %	14 %	10 %	11 %	7 %	6 %	2 %	9 %	2 %	5 %

Key result - Only 15% of smartphone owners were in a state of awareness when losing it. Over a third, were busy or distracted - in Germany almost half (45%). In the UK, over one in eight smartphone owners who lost a phone admitted to being intoxicated.

Did you get the device back?

	All	USA	UK	AUS	NZ	JPN	ES	IT	DE	FR	CAN
Yes	12%	18%	10%	17%	9%	19%	8%	11%	21%	7%	14%
No	88%	82%	90%	83%	91%	81%	92%	89%	79%	93%	86%

Key result - barely one in ten device owners got their lost device back.

Have you lost any of the following over the past year? Base - Owners of each device

Device / Country	USA	UK	AUS	NZ	JPN	ES	IT	DE	FR	CAN
Laptop	21%	15%	19%	13%	15%	21%	23%	17%	16%	24%
Smartphone	35%	34%	34%	29%	31%	46%	42%	38%	35%	41%
Tablet	28%	14%	17%	17%	33%	29%	33%	21%	21%	26%
E-Reader	28%	14%	17%	17%	33%	29%	33%	21%	21%	26%
MP3 Player	29%	21%	24%	23%	30%	31%	32%	30%	25%	38%
Handheld game device	26%	14%	18%	17%	21%	18%	26%	14%	15%	24%