

Digital Payments Security Survey



Consumers recognize the risk of fraud when shopping online:



80 Million

Nearly half of consumers who shop online report they have been the victim of payment fraud (48%) – **representing nearly 80 million online shoppers.**



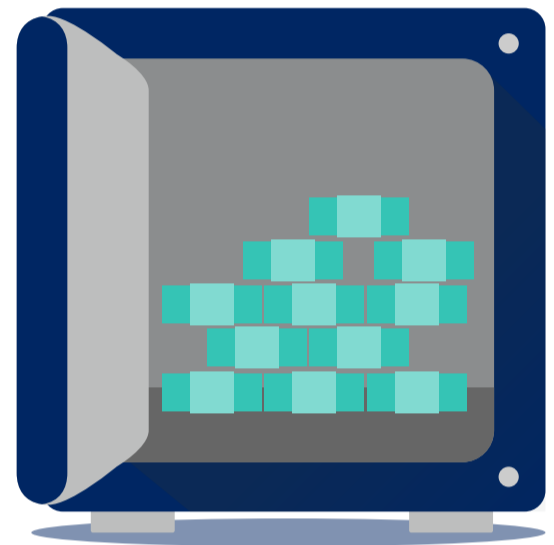
Payment fraud and security concerns impact business:

42%

of shoppers have abandoned an online purchase due to payment security concerns. This increases to half for Millennials (50%) and Gen X (48%).

60%

of merchants report fraudulent online sales and on average, they are investing 28% of their IT budgets on payment data security.



Online shoppers are willing to take extra security steps that merchants can capitalize on to boost digital sales and customer trust



CONSUMER



MERCHANT

70%

of online consumers are prepared to use **security questions** (e.g. 'What was the make and model of your first car?').



43%

of merchants have **security questions** available on their websites.

68%

of online consumers are willing to create a **one-time password** to complete a purchase online.



37%

of merchants require a **one-time password** for added security.

63%

of online consumers are open to creating a **customer profile** on the merchant's website to complete a purchase.

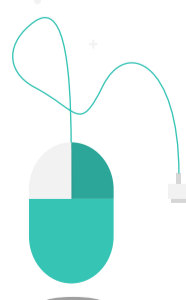


46%

Less than half of merchants provide the option to create an **online customer profile.**

78%

want **visible security cues** on the merchant's site.



52%

report using **data encryption** on their website.