

# 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.**



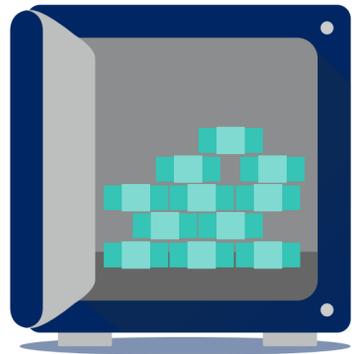
## Payment fraud and security concerns impact business:

# 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.