2023 Cyber Safety Insights Report

Global Results: Online Holiday Shopping

November 2023
This year, consumers are spending even more money when holiday shopping online. Despite feeling confidence in being able to shop safely online during the holidays, shoppers are still concerned about falling victim to cybercrime, AI shopping scams and fake online stores.
Nearly All Consumers Shopping During 2023 Plan to Do So Online

Online Shopping Expectations For 2023 Holiday Season
Among those planning to shop during the 2023 holiday season

Global Total

- 95% Expect to do more than 50% of shopping online
- 45% Expect to do 50% or less of shopping online

98% 96% 96% 100% 92% 93%

- Global Total
- 45% Expect to do more than 50% of shopping online
- 40% Expect to do 50% or less of shopping online

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While Most Consumers Say They are Confident Shopping Safely Online, Less Than a Third Are Not Sure How

Confidence In Shopping Safely Online (Global Total)

73% Very/Somewhat Confident
25% Very
48% Somewhat

“I am not really sure of the best ways to shop safely online”

28%

Strongly/somewhat agree that they are not really sure of the best way to shop safely online
Despite Confidence, 25% of Consumers Are Unsure of the Best Ways to Shop Online

<table>
<thead>
<tr>
<th>Country</th>
<th>Very/somewhat confident they can shop safely online</th>
<th>Strongly/somewhat agree “I am not really sure of the best ways to shop safely online”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>72%</td>
<td>28%</td>
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<tr>
<td>France</td>
<td>64%</td>
<td>33%</td>
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<tr>
<td>Germany</td>
<td>76%</td>
<td>23%</td>
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<tr>
<td>India</td>
<td>88%</td>
<td>44%</td>
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<td>Japan</td>
<td>65%</td>
<td>22%</td>
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<tr>
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<td>72%</td>
<td>21%</td>
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<tr>
<td>UK</td>
<td>81%</td>
<td>20%</td>
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<tr>
<td>US</td>
<td>72%</td>
<td>24%</td>
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<tr>
<td>Brazil</td>
<td>76%</td>
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<tr>
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<td>71%</td>
<td>40%</td>
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<td>Czech Republic</td>
<td>56%</td>
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<tr>
<td>Italy</td>
<td>71%</td>
<td>24%</td>
</tr>
<tr>
<td>Mexico</td>
<td>79%</td>
<td>33%</td>
</tr>
</tbody>
</table>
2 in 5 Consumers Say They Sometimes Spend More Than They Can Afford on Tech Gifts

Agreement with Statement About Spending More Than Can Afford on Tech Gifts

43% AGREE
GLOBAL TOTAL

“I sometimes spend more than I can afford on technology gifts (e.g., smartphone, TV, tablet, laptop, etc.)”
Over Half of Consumers Are Concerned About Security When Shopping Online

- My personal details (e.g., address, credit card, email, etc.) being compromised: 73%
- Being the victim of a cybercrime: 67%
- Being scammed by a third-party retailer: 64%
- A device I buy as a gift for someone being digitally unsafe (e.g., not secure, prone to hacking, etc.): 53%
- Unintentionally receiving a counterfeit version of a gift: 51%
- A device I receive as a gift from someone being hacked: 51%
- My holiday travel arrangements or accommodations being ruined by a scammer: 53%
- Buying or receiving a refurbished device as a gift: 41%
At Least Half of Consumers Are Concerned About Security When Shopping Online

Likelihood To Take Action To Help Protect Against Potential Cybercrimes (Global Total)

- **Abandon a purchase after noticing the website is not authentic**: 84% VERY/SOMEWHAT LIKELY, 53% VERY LIKELY, 26% SOMEWHAT LIKELY, 8% NOT AT ALL/NOT VERY LIKELY

- **Look at the ratings for an online seller before making a purchase**: 83% VERY/SOMEWHAT LIKELY, 48% VERY LIKELY, 33% SOMEWHAT LIKELY, 8% NOT AT ALL/NOT VERY LIKELY

- **Not making online purchases when using public or unsecured Wi-Fi**: 76% VERY/SOMEWHAT LIKELY, 40% VERY LIKELY, 26% SOMEWHAT LIKELY, 16% NOT AT ALL/NOT VERY LIKELY

- **Check a retailer's social media presence to determine if they are authentic**: 71% VERY/SOMEWHAT LIKELY, 31% VERY LIKELY, 34% SOMEWHAT LIKELY, 16% NOT AT ALL/NOT VERY LIKELY

- **Make the final purchase at a physical store instead of purchasing online**: 72% VERY/SOMEWHAT LIKELY, 23% VERY LIKELY, 33% SOMEWHAT LIKELY, 18% NOT AT ALL/NOT VERY LIKELY

- **Check the digital security or safety record of a device before purchasing it**: 73% VERY/SOMEWHAT LIKELY, 29% VERY LIKELY, 33% SOMEWHAT LIKELY, 15% NOT AT ALL/NOT VERY LIKELY

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Nearly 1 in 4 Consumers Report They Have Been Targeted by a Scam When Shopping Online

Have Been Targeted By A Scam When Shopping Online (Global Total)

- 25% YES
- 75% NO

51% of the 25% targeted have fallen victim to a scam

Global Total

Scams Fallen Victim To (Global Total)

- Online shopping scam: 51%
- Phishing scam: 31%
- Postal delivery scam: 27%
- Overpayment/refund scam: 25%
- Gift card scam: 23%
- Charity scam: 22%
- Travel-related booking scam: 16%
- Pet scam: 12%

GLOBAL TOTAL

Have fallen victim to a scam of the 25% targeted
Globally, Scam Victims Say the Scam(s) Primarily Occurred on Social Media or Third-Party Websites

- Social Media: 46%
- Third Party Website: 35%
- Email: 32%
- Phone Call: 29%
- Text: 28%
Scams Have Significant Financial Repercussions for Victims

Average Amount Lost Due To A Scam

Among those who fell victim to a scam
Tips on Keeping Shoppers Safe

1. **Never buy from unrecognized retailers.** Check details of unfamiliar stores, ratings and reviews of resellers and be wary when you see too many five-star reviews.

2. **Check that websites start with https** to help ensure they are secure. Ensure that the payment also starts with https so not just the main page is secure.

3. **Avoid the allure of deals and offers that seem too good to be true,** like must-have gifts at extremely low prices. Remember that if it seems too good to be true, it probably is.

4. **Use a Virtual Private Network (VPN),** such as Norton Secure VPN, to help protect your online privacy and keep personal and financial information secure when shopping or using apps on public Wi-Fi.

5. **Create strong, unique passwords** for shopping sites, email accounts and financial apps. Keep track of passwords by using a password manager, such as Norton Password Manager.

6. **Install device protection software,** such as Norton 360 Deluxe, to help protect and alert you of potential scams.
The study was conducted online in 13 countries worldwide (USA, UK, Australia, Brazil, Colombia, the Czech Republic, France, Germany, India, Italy, Japan, Mexico, and New Zealand) by Dynata on behalf of Gen from August 17th to September 4th, 2023 among 13,061 adults ages 18 and older, with a minimum of 1,000 respondents per country. Data are weighted where necessary by age, gender, and region, to be nationally representative.