



Gen™



2024 Cyber Safety Insights Report

Global Results: Online Holiday Shopping

October 2024



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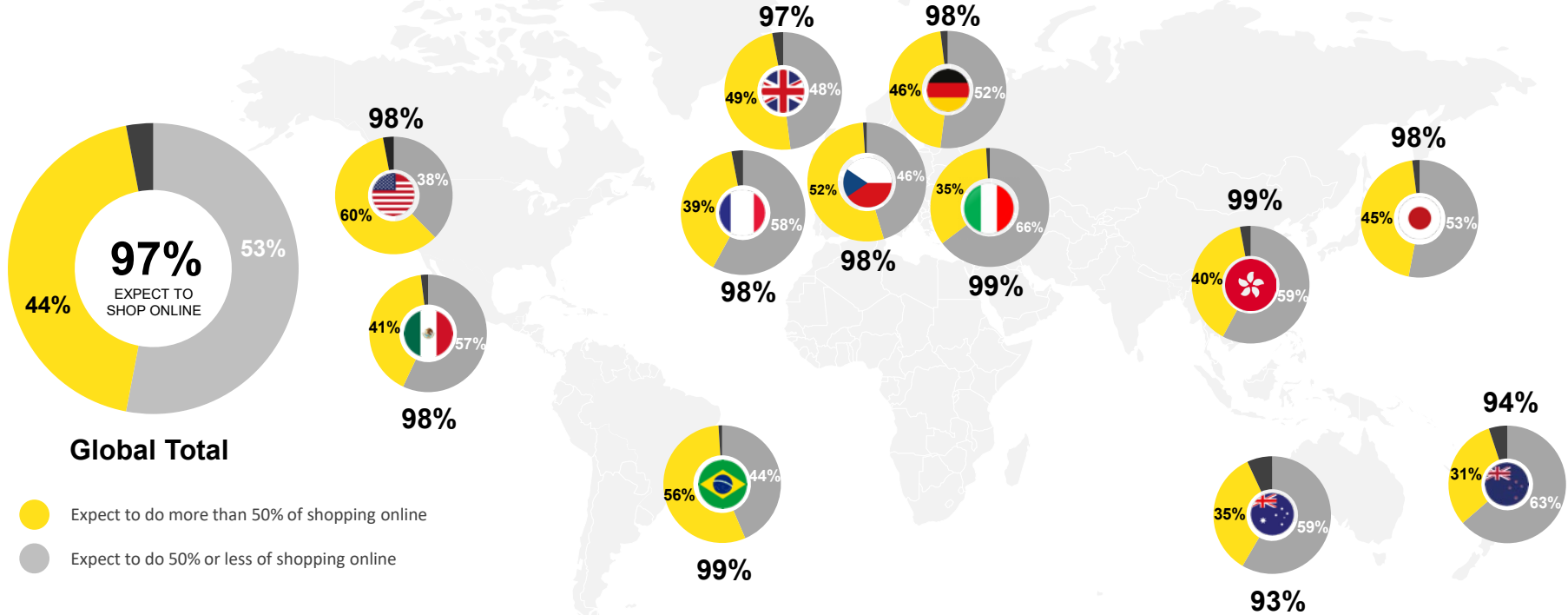
Online Holiday Shopping: Trust vs. Cyber Threats

Despite feeling confident in being able to shop safely online during the holidays, shoppers remain concerned about falling victim to cybercrime and having their personal information stolen.

Digital Dominates: Nearly All Consumers Shopping for the Holidays Plan to Do So Online



Online Shopping Expectations For 2024 Holiday Season
Among those planning to shop during the 2024 holiday season



Confident Shoppers, Uncertain Protection

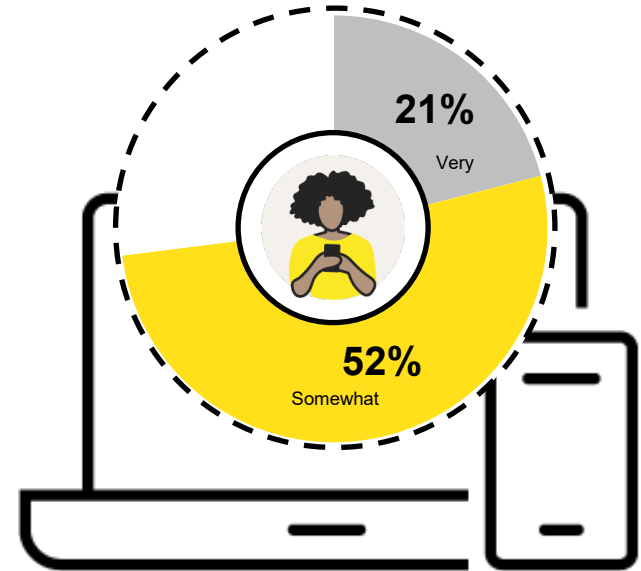


While most consumers express confidence in online shopping safety, **fewer than one in four** know how to stay safe.

Confidence In
Shopping Safely
Online
(Global Total)

73%

Very/Somewhat
Confident



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

24%

Strongly/somewhat agree that they are not really sure of the best way to shop safely online

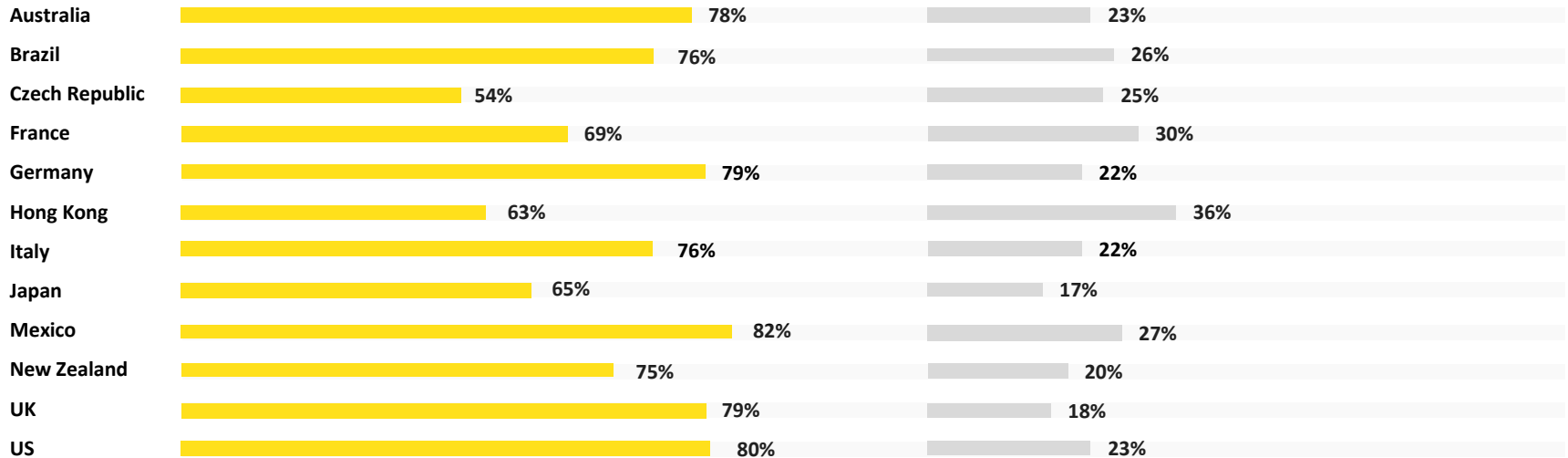
Online Shoppers in Czech Republic, Japan, and Hong Kong are the Least Confident About How to Stay Safe Online Shopping This Season



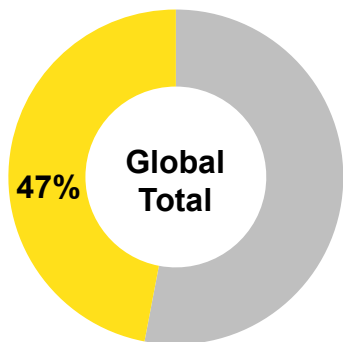
Confidence in Shopping Safely
Online (By Country)

Very/somewhat confident they
can shop safely online

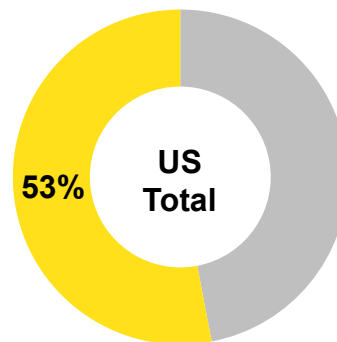
Strongly/somewhat agree “I am not really sure of
the best ways to shop safely online”



Black Friday and Cyber Monday are Some of the Most Popular Days for Both Shoppers and Scammers

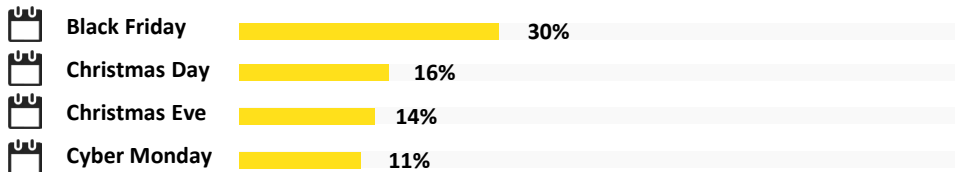


Plan to do most of their holiday shopping on Black Friday and/or Cyber Monday



Are concerned about being scammed when shopping online on Black Friday or Cyber Monday

Of those in the U.S. who fell victim to a scam during the holiday season, the scams occurred on:



People Fear Personal Details Being Compromised as Top Concern

My personal details (e.g., address, credit card, email, etc.) being compromised

73%

Being the victim of a cybercrime

67%

My older loved ones will fall for a suspicious email or text scam offering a sale

66%

Being scammed by a third-party retailer

66%

AI shopping scams

62%

My social media will be filled with scam ads offering goods I want and I won't be able to identify the scam

58%

"When your personal details are compromised, it opens the door to a wide range of risks. Scammers can use this information to commit identity theft with actions like applying for loans, opening accounts or filing taxes in your name. Beyond financial loss, victims might face damage to their credit, legal disputes, and even threats to their physical safety. It's crucial to treat personal information as a valuable asset by being vigilant about where and how it's shared and implementing strong security measures on all apps and websites you use."



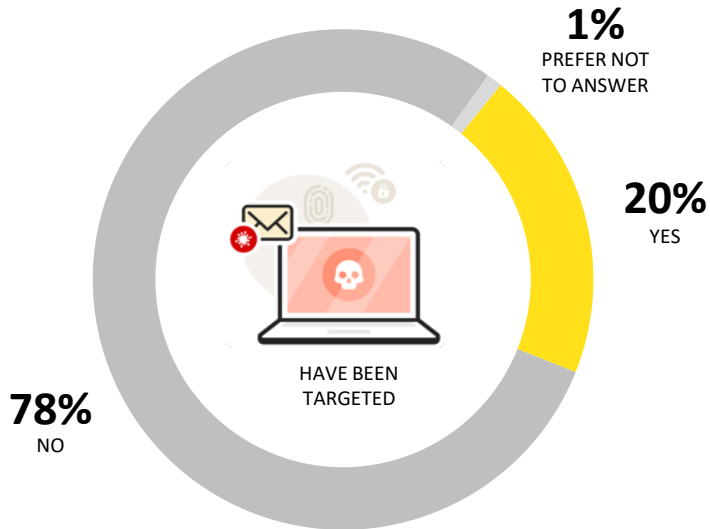
Leyla Bilge

Director of Scam Research Labs

% Very/Slightly Concerned

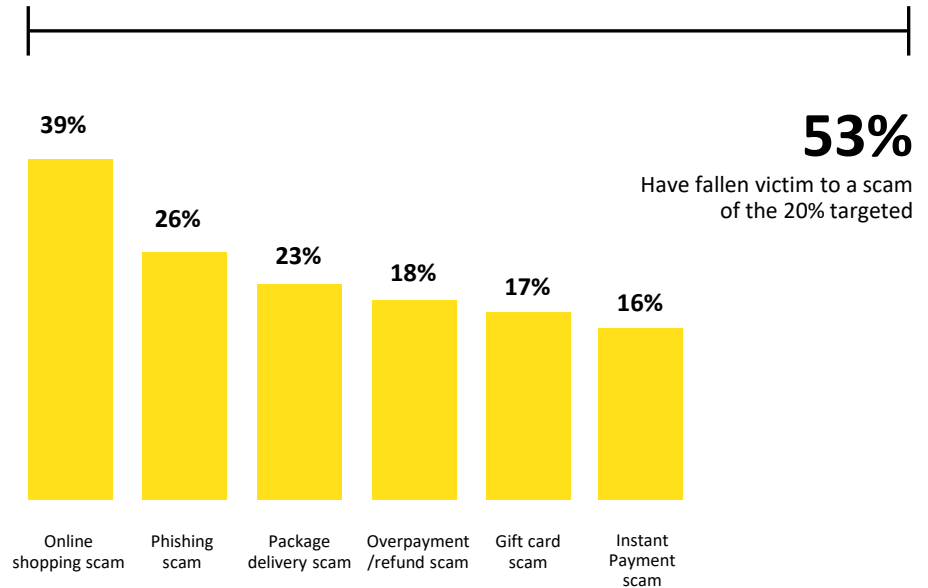
Online Shopping Scams Claim Highest Amount of Victims

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



Global Total

Top Types of Scams That People Fell Victim To (Global Total)



Victims Point to Social Media and Third-Party Websites as Scam Hotspots



40%



Social Media

35%



Third Party Website

30%



Email

28%



Text/SMS

"Since social media is a hot spot for scams, online shoppers should be especially careful with deals that seem too good to be true. Scammers often use flashy ads to lure people in. Instead of blindly buying through a social media ad, it's better to visit the retailer's official website to make sure the deal is legit. It's also wise to check reviews and watch for red flags like suspicious payment methods."

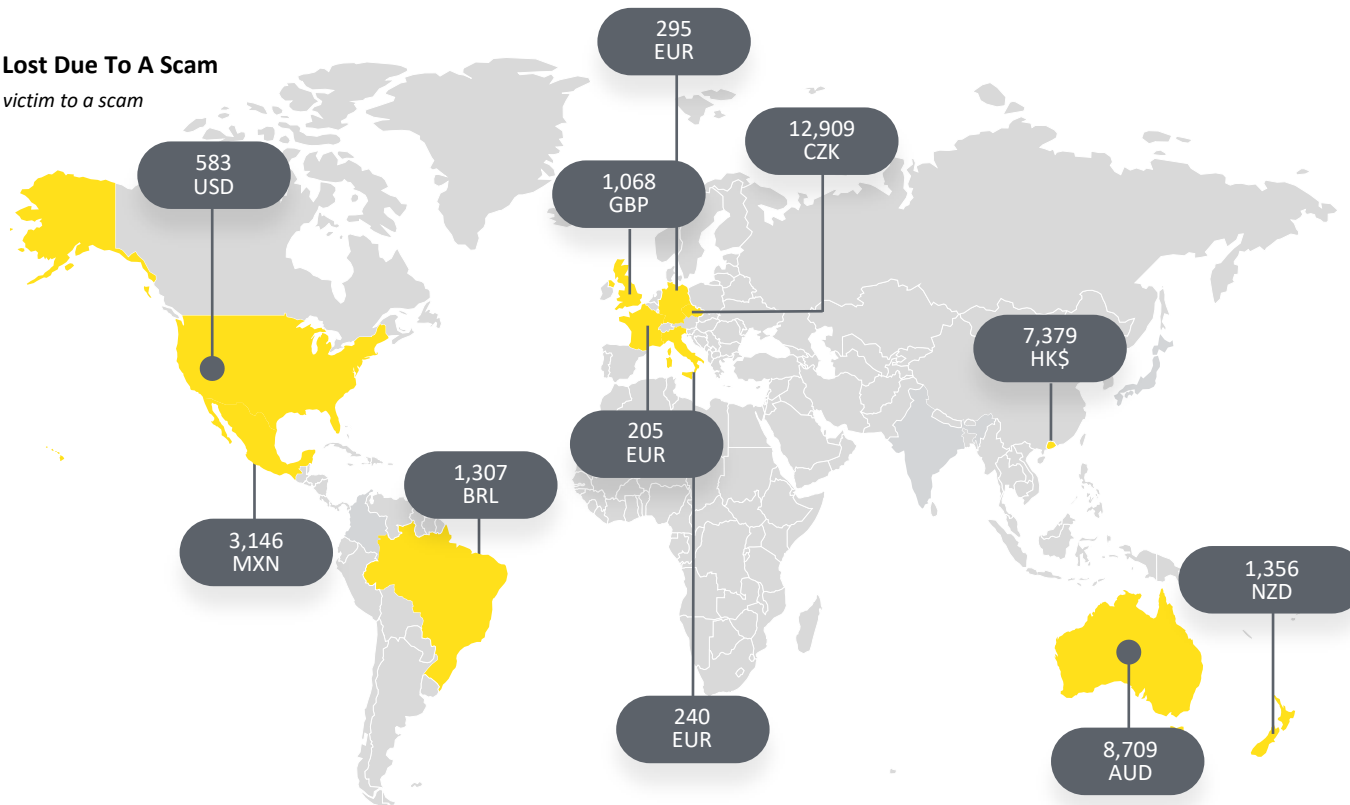


Iskander Sanchez-Rola
Director of Innovation

Financial Fallout: The Heavy Cost of Scams on Victims

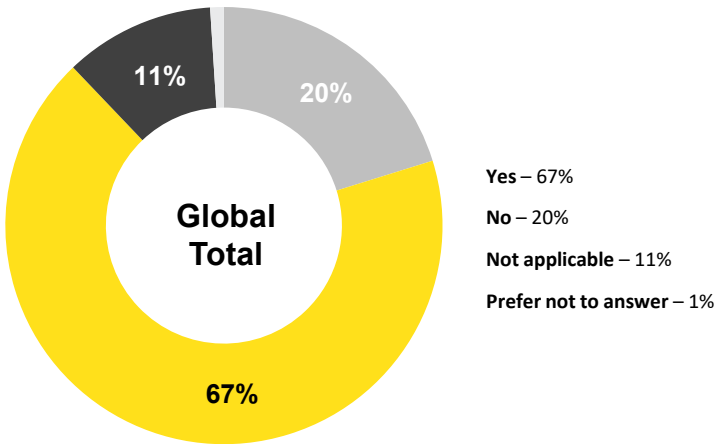
Average Amount Lost Due To A Scam

Among those who fell victim to a scam

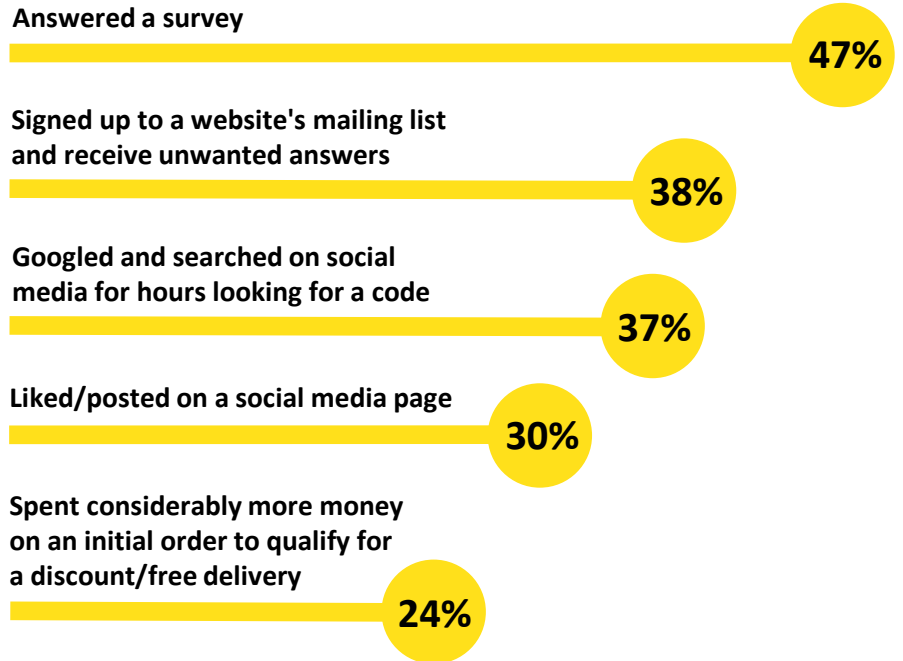


Shoppers Turn to Surveys and Mailing Lists to Secure Discounts

Have you ever done anything to secure a discount code?



From those who said yes - What have you done to secure a discount code in the past? (Global Total)



Personal Information: Is it a Really Small Price to Pay for Discounts?

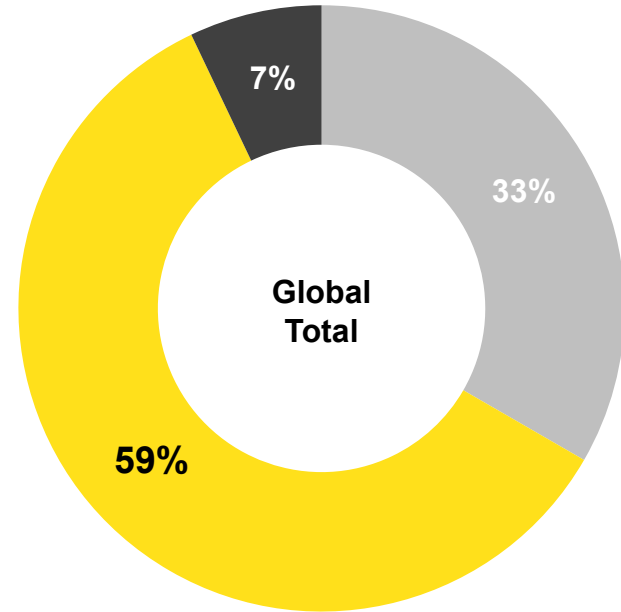


Have given away their personal information to receive a discount

Yes – 59%

No – 33%

Not Sure – 7%

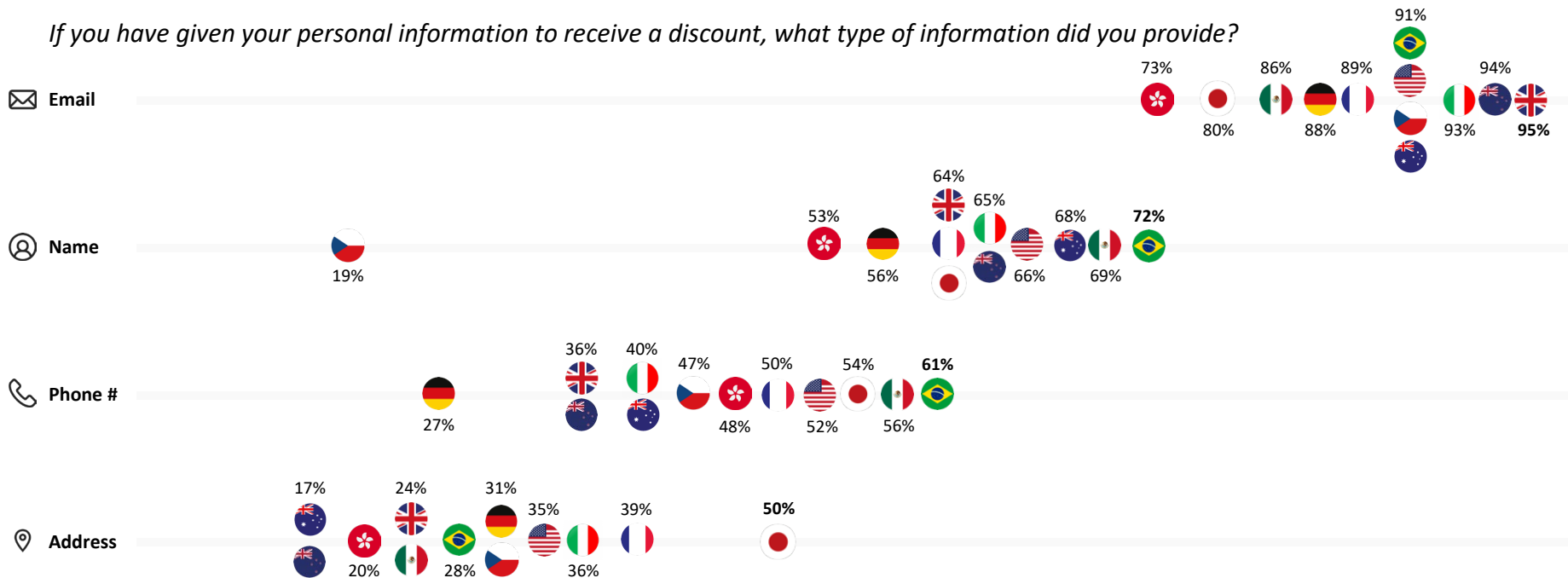


Too Trusting?



Shoppers in Brazil are most willing to give away their name and phone number for a discount, while shoppers in Japan disclose their home address for a discount at a much higher rate than other countries.

If you have given your personal information to receive a discount, what type of information did you provide?



Shop Smart: Cyber Safety Tips for Holiday Shoppers

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 Ultra 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.

Visit <https://us.norton.com/blog> for more Cyber Safety tips

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Survey Method

ONLINE SURVEY

12,016 ADULTS

12 COUNTRIES

The study was conducted online in 12 countries worldwide (USA, UK, Australia, Brazil, the Czech Republic, France, Germany, Hong Kong, Italy, Japan, Mexico, and New Zealand) by Dynata on behalf of Gen from August 30th to September 16th, 2024 among 12,016 adults ages 18 and older. Data are weighted where necessary by age, gender, and region, to be nationally representative.

