




DATA SECURITY IN THE EYES OF THE CONSUMER POST COVID-19

To better understand consumer sentiment around data security amid the pandemic, PCI Pal® conducted a consumer survey in the United States, Canada, United Kingdom, Spain, France, Italy, Germany, and Australia. Check out the key stats and findings below!

CANADA

68% 

WILL AVOID A BUSINESS FOLLOWING A COVID-19 BREACH AND 24% WILL NEVER RETURN TO THE BUSINESS POST BREACH

UNITED STATES

64% OF AMERICANS WILL AVOID A BUSINESS FOLLOWING A COVID-19 RELATED BREACH

17% OF CONSUMERS WILL NEVER RETURN TO A BUSINESS AFTER A COVID-19 RELATED BREACH



EUROPE

40% OF GERMAN CONSUMERS AND 21% OF FRENCH CONSUMERS WILL NEVER RETURN TO A BUSINESS FOLLOWING A COVID-19 RELATED BREACH

UNITED KINGDOM

64% OF UK CONSUMERS WILL AVOID A BUSINESS AFTER A COVID-19 BREACH AND 30% SAY THEY WILL NEVER RETURN

AUSTRALIA

31% WILL AVOID A BUSINESS AFTER A COVID-19 BREACH

30% SAY THEY WILL NEVER RETURN

CAPITALIZING ON INCREASED HOMEWORKING AND GROWING CONSUMER FEARS AROUND THE PANDEMIC, HACKERS ARE WORKING AROUND THE CLOCK TO STEAL DATA FOR PROFIT



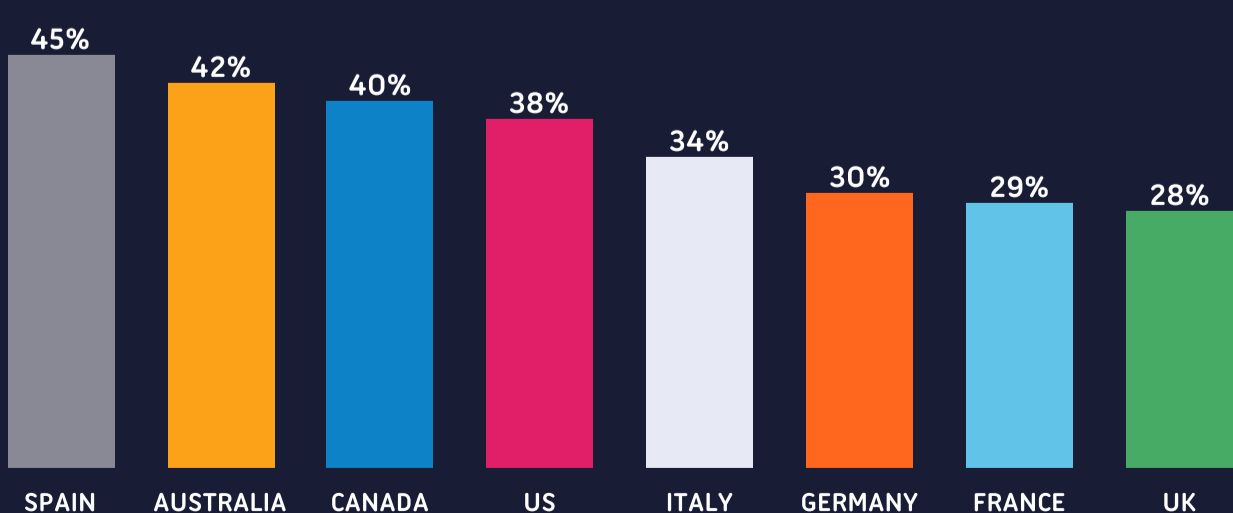
48%

SPIKE IN MALICIOUS PHISHING EMAILS IN THE LAST 6 WEEKS OF PANDEMIC*

47%

OF FRAUD COMPLAINTS IN 2020 REPORT A MONETARY LOSS*

WHICH COUNTRY IS THE MOST CONCERNED ABOUT DATA SECURITY SINCE THE PANDEMIC? **



* Sources: The Guardian UK; Federal Trade Commission

**We asked consumers in each country how concerned they are about data security from 'not at all concerned' to 'most concerned'