

SPVA Payment Security Research

Sample

- 1030 consumers surveyed online: 407 UK, 303 USA, 320 France
- 51% male, 49% female
- Average age 40

Key messages

Regional contradictions

- The US lags behind Europe in the level of PIN number card transactions however US consumers spend more money (\$184) on their credit / debit cards per week than those in the UK (£100)

Point of purchase security negligence

- Although there is greater sensitivity towards internet fraud, the research suggests it is more likely that card fraud will occur during non-internet purchases

Untrusting consumers

- Only a quarter (27%) of consumers trust the security processes behind card transactions and only 31% think that retailers are doing enough to protect their data

Lack of location confidence

- The most trusted outlets when making purchases are supermarkets (49%) whilst restaurants leave consumers feeling the most vulnerable (3%). 50% also said that their sensitivity increases when there is a technical fault within the transaction process

Cash and card culture

- When purchasing daily goods such as groceries, consumers prefer to make payment via debit cards (52%) over cash (23%). Trends vary significantly across regions where, in the US, 69% of people will choose to use their debit card on daily purchases like groceries over cash (19%)
- Consumers will choose to use their credit cards when making larger, one-off purchases such as travel and hotels (53%) and electrical goods (45%)
- On average, consumers carry 1.5 debit / credit cards in their wallets with 35-44 year olds carrying the most, 2.1 cards
- When paying for goods, consumers are entering their PIN number when making purchases using their cards 74% of the time. Figures vary in the UK (84%), USA (56%) and France (74%)

Security

- On average, consumers in the UK spend £100 using their debit / credit card, \$184 in the US and €148 in France in a week. With current exchange rates this means that people in France spend, on average, the most using their debit / credit cards
- 13% of consumers have been a victim of card fraud in the last 2 years, 43% of whom say their details were stolen during an internet transaction
- 29% have lost their debit or credit card at least once in last 2 years
- Only 46% of consumers say that they think about card security 'always' or 'often' when making a purchase. 18-25 year olds are the least concerned about card security - 26% think about this at the point of purchase
- Only a third (33%) think about the security technology and systems behind card transactions every time they make a purchase and only 31% think that vendors and retailers are doing enough to protect their data
- In comparison, 65% of consumers think about card security 'always' or 'often' when making a purchase online
- However, only 28% of consumers see that the use of online payment systems such as PayPal poses a bigger fraud threat compared with 36% who say that using their credit cards poses the biggest fraud threat
- 'Being security conscious' with cards means checking that no one is standing too close when entering PIN numbers or writing signatures for 70% of consumers
- More than a quarter (27%) of consumers say they trust the security processes behind card transactions. Figures vary regionally with consumers in the USA being most trusting of security processes (30%) and consumers in France being the least trusting (20%)
- 57% of consumers say they are more sensitive to card security threats when abroad and half (50%) say their sensitivity increases when there is a technical fault or slowdown in the transaction process
- 62% of consumers say they would feel particularly worried about using their card and PIN number to make a purchase if the outlet had suffered a data breach
- 84% of consumers say that companies that suffer a data breach should be required to make the incident public
- Supermarkets are the most trusted to keep consumer's data secure. Nearly half (49%) say they trust supermarkets the most with their data when making a purchase. However only 3% of consumers say they trust restaurants the most and only 4% trust retailers the most
- Of 20 global regions, consumers say that the USA is most likely to experience high rates of card fraud (55%)