




6TH ANNUAL HOLIDAY IDENTITY THEFT SURVEY:

AN INFOGRAPHIC EBOOK



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While we hope this 2022 holiday season is indeed the most wonderful time of the year for you and yours (especially now that we seem to be coming out of the worst of the COVID pandemic), we know fraudsters and scammers are making a list and checking it twice.

With that in mind, Iris[®] Powered by Generali conducted its 6th Annual Holiday Identity Theft Survey, which polls consumers on their holiday shopping habits and the cybersecurity and identity theft concerns they have surrounding their shopping plans.

Read on for more details to explore your customers' concerns (spoiler: inflation and identity theft/fraud are on the list) and what you can do about them.

Hey Big Spender

40%

less than
\$500



27%

\$501-\$1,000



25%

more than
\$1,000



While most consumers plan to spend some money this holiday season (92%), **men and millennials are most likely to spend big** this holiday season, with 30% of men and 30% of millennial shoppers planning to spend over \$1,000.

Two in three shoppers (67%) will spend less than \$1000, with 73% of women responding that they will spend less than \$1,000.


Spreading the Financial Love

Cheer isn't the only thing consumers plan to spread this season, with **92% responding that they plan to do their holiday shopping at more than one store**, and 20% plan to shop at more than six stores.







~~Cash~~ Debit & Credit Is King... and Other Spending Insights



Eight in 10 respondents (88%) reported they plan to pay using a credit or debit card. Six in ten respondents **(60%) will use debit over credit cards**, particularly Gen Z, Millennial, and Gen X shoppers.



Nearly 40% of Millennial and Gen Z shoppers will take advantage of Buy Now, Pay Later apps, while over **40% of Baby Boomers and Gen X shoppers are more likely to use a credit card**. Of those using credit cards, 87% plan to use just one or two.



The Online/In-store Generational Divide

Nine in 10 Gen Zers, Millennials, and Gen Xers plan to shop online compared to 79% of Baby Boomers. Overall, 85% of consumers plan to do their holiday shopping online, while 55% plan to shop at a brick-and-mortar store.

85%

shopping online



55%

brick-and-mortar store



Consumers Remain Concerned

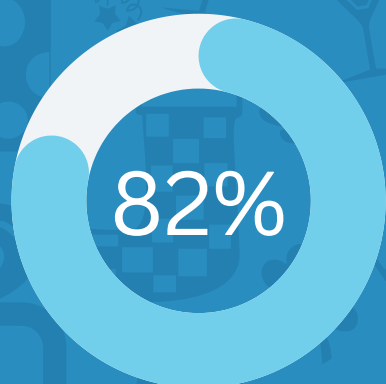
About Data Breaches and Identity Theft

While it's no surprise that inflation is top of mind for consumers this year – with 69% of respondents listing it as their top concern – what might be, is that **identity theft came second, with 40% of consumers ranking it as a top concern.** Additionally, seven in 10 consumers (71%) expressed concern about their personal and financial data being at risk during the holiday shopping season.



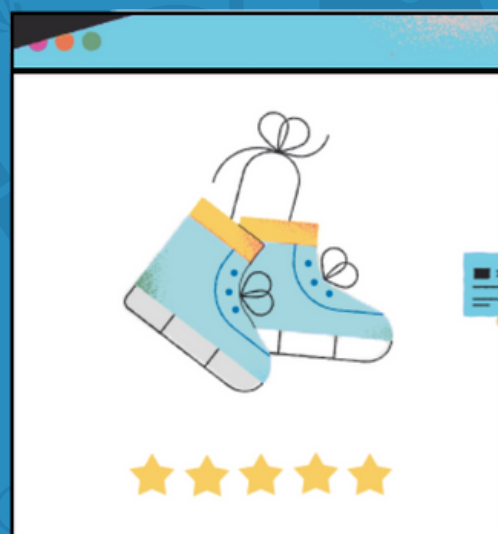
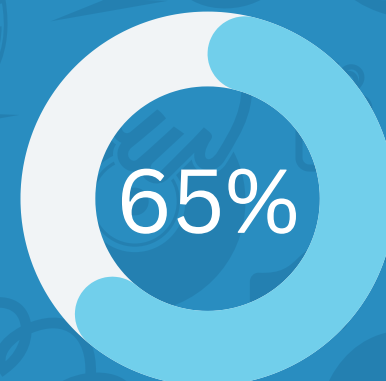
Additionally, data breaches **ranked as the top threat to consumers (78%)** becoming victims of identity theft/fraud.

Concern Does Impact Behavior



Four in five Americans (82%) say that past data breaches have impacted their willingness to shop with a specific retailer. Two-thirds (67%) of respondents reported that data breaches would have some impact on this behavior, stating they **would be more hesitant to shop with a retailer affected by a data breach.**

Nearly two-thirds (65%) of those surveyed would **feel safer with identity theft protection services baked into a retailer's offering.** Seven in 10 Millennials (72%) are the most likely of any demographic to shop with a retailer that offers identity theft protection services.






Who Do Consumers Trust Most (and Least)



With Their Personal Data This Holiday Shopping Season?



One in three Americans (33%) trust e-retailers like Amazon the most with their personal data this holiday shopping season, but nearly as many (29%) consider big box stores like Walmart the most trustworthy.

Local small businesses (18%) ranked third in trustworthiness, followed by department stores at 11%.

Only 5% of American consumers trust social media platforms the most with their personal data this holiday shopping season.



Give the Gift of Protection

Like the old saying goes, “the more things change, the more they stay the same.” While the methods and types of identity theft and fraud are ever-evolving, the fact that they exist and impact millions of consumers each year is constant that, unfortunately, we can all count on. As a result, **your customers increasingly expect your organization to play a critical role in keeping their identities safe year-round** – refer back to page 8 for details. Additionally, if there was ever a time to offer a value-added service (say to offset an unavoidable price increase of other products), this is it.

While you can't put a price on peace of mind, **you can offer your customers a priceless gift to help ease their holiday shopping concerns.** In as little as 30 days, Iris® Powered by Generali can create a customized, comprehensive offering – everything from specialized scam prevention assistance and credit and identity monitoring services to device clean-up to 24/7/365 resolution (with real people, btw) – that's so competitively priced you may decide to give it away. 'Tis is the season, right?

Visit IrisIdentityProtection.com
today to get started.



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