

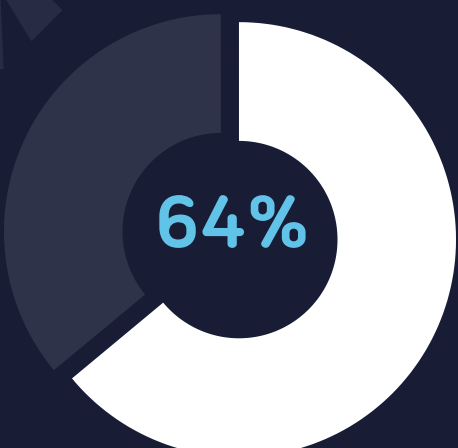


PCI PAL INTRODUCES NON-COMPLIANCE ELF TO GUIDE YOU THROUGH THE HOLIDAYS.

Explore the results of PCI Pal's third annual holiday shopping survey! Our survey of over 4,000 shoppers identifies year-over-year trends, where they intend to spend this year, and whether supply chain delays are impacting how and when they buy.

RISK AVERSION

64% of consumers said they would not purchase from a brand they know has been subject to a data breach.



PRIORITIES

The 3 greatest priorities for consumers when purchasing are: **speed**, **cost**, and **security of the transaction**.

RISING CONCERN

73% of consumers have grown more concerned by the recent uptick in cyber attacks and fraud during the Covid-19 pandemic and how companies are handling personal data during the holiday shopping season. Of those who gave a concerned response, 43.2% said they plan to make purchases via retailers' websites, while 33% said they planned to make purchases in-store this holiday season.



STEADY INCREASE

The percentage of shoppers who would normally shop in-stores has decreased from 40.8% before the pandemic to 30.4%. Meanwhile, those shopping through digital channels has increased from 56.5% to 64.8%.



GROWING TREND

73% of consumers said they would continue to shop via digital channels even after Covid-19 was over, with nearly a third of respondents (29.2%) suggesting they would use online for "most of their shopping", while 43.4% will use the web for "some of their shopping". All increases over the 2020 survey results.

SUMMARY

Our third annual festive shopping survey reveals that while online remains the preferred method for gift shopping, a return to main street and physical stores is increasing, perhaps as shoppers didn't have the same opportunity to do so last November and December due to local restrictions. Buyers remain wary however of cyber security risks and how their personal data is being handled by retailers, with more than three quarters mentioning this as a concern.

[FULL RESULTS](#)

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