Online Fraud Concerns vs. Fraud Experience % Yes, % Major personally concern % Moderate % Yes, know of someone concern Japan France Germany **Netherlands** Canada **United Kingdom Switzerland United States** Italy South Korea Denmark Brazil\* China\* **Spain Jamaica** 34 [ **Poland** Ipsos@Reid

## Impact of Online Security Concerns on Likelihood of Online Purchases

■% Less likely to shop online
■% No effect
■% DK/NS **France** Canada China\* Denmark Brazil\* South Korea **United States Netherlands United Kingdom** Italy **Switzerland** Germany **Jamaica** Japan Spain **Poland** 

