

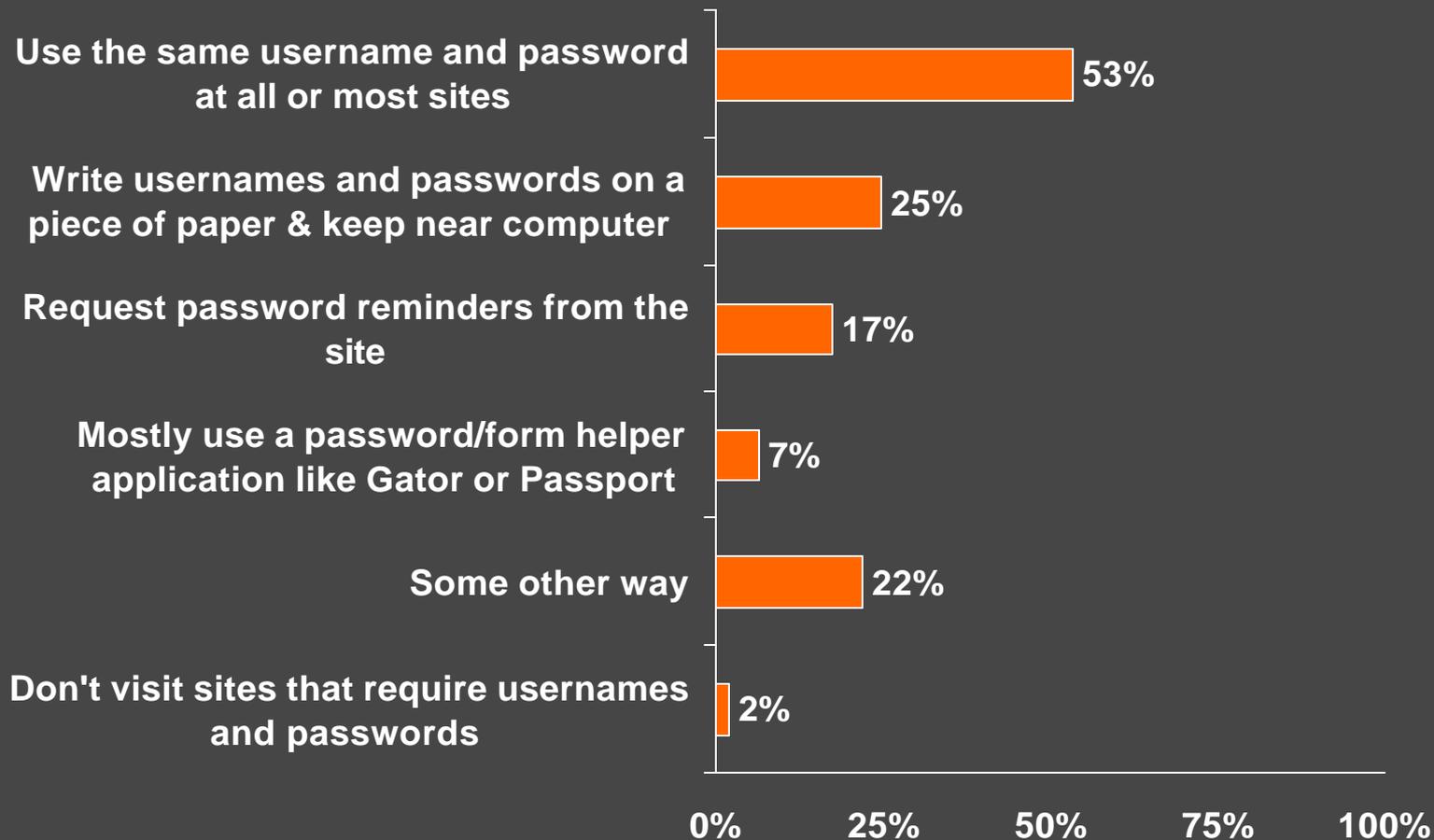


# FTC Security Workshop Security and Privacy Data

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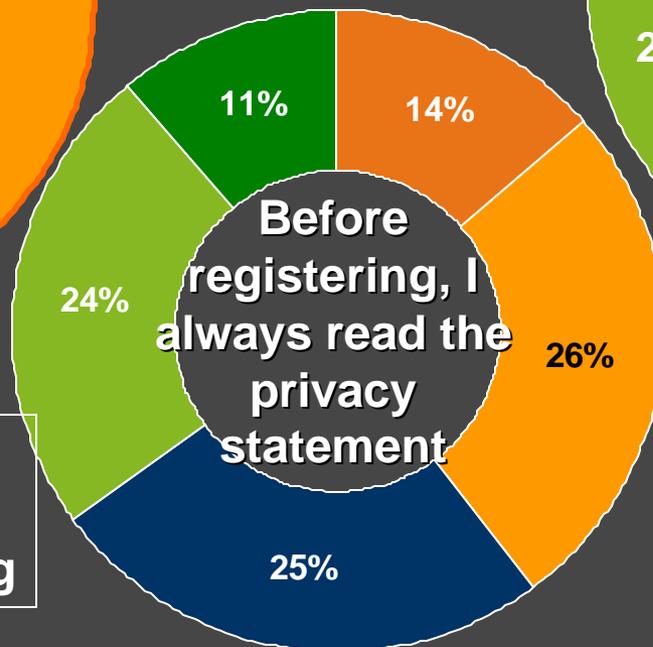
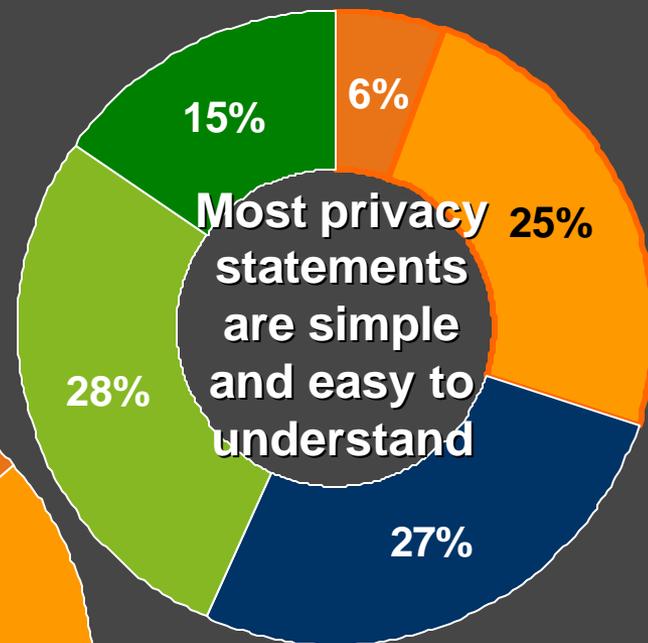
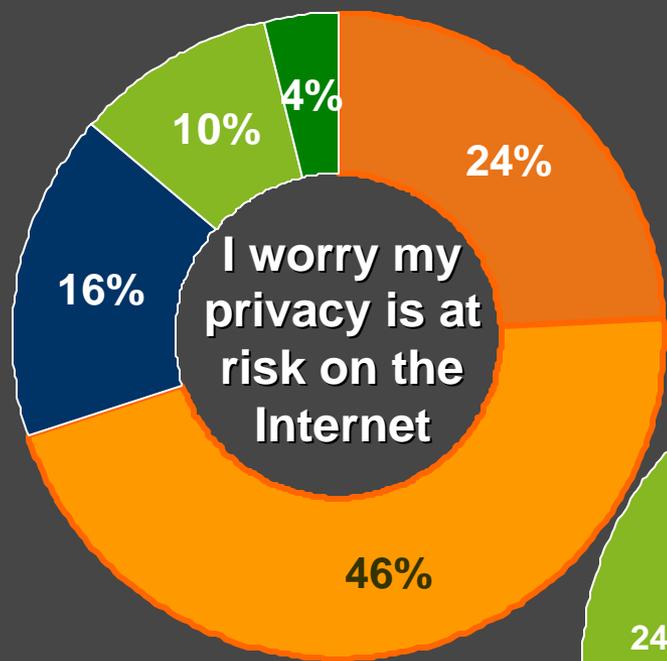
**May 20, 2002**

# Use of Same Username and Password Predominates Online

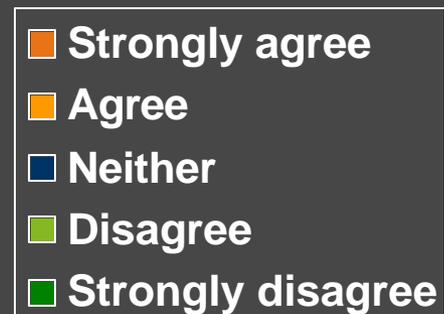


Question: How do you typically remember usernames and passwords? (Select all that apply)

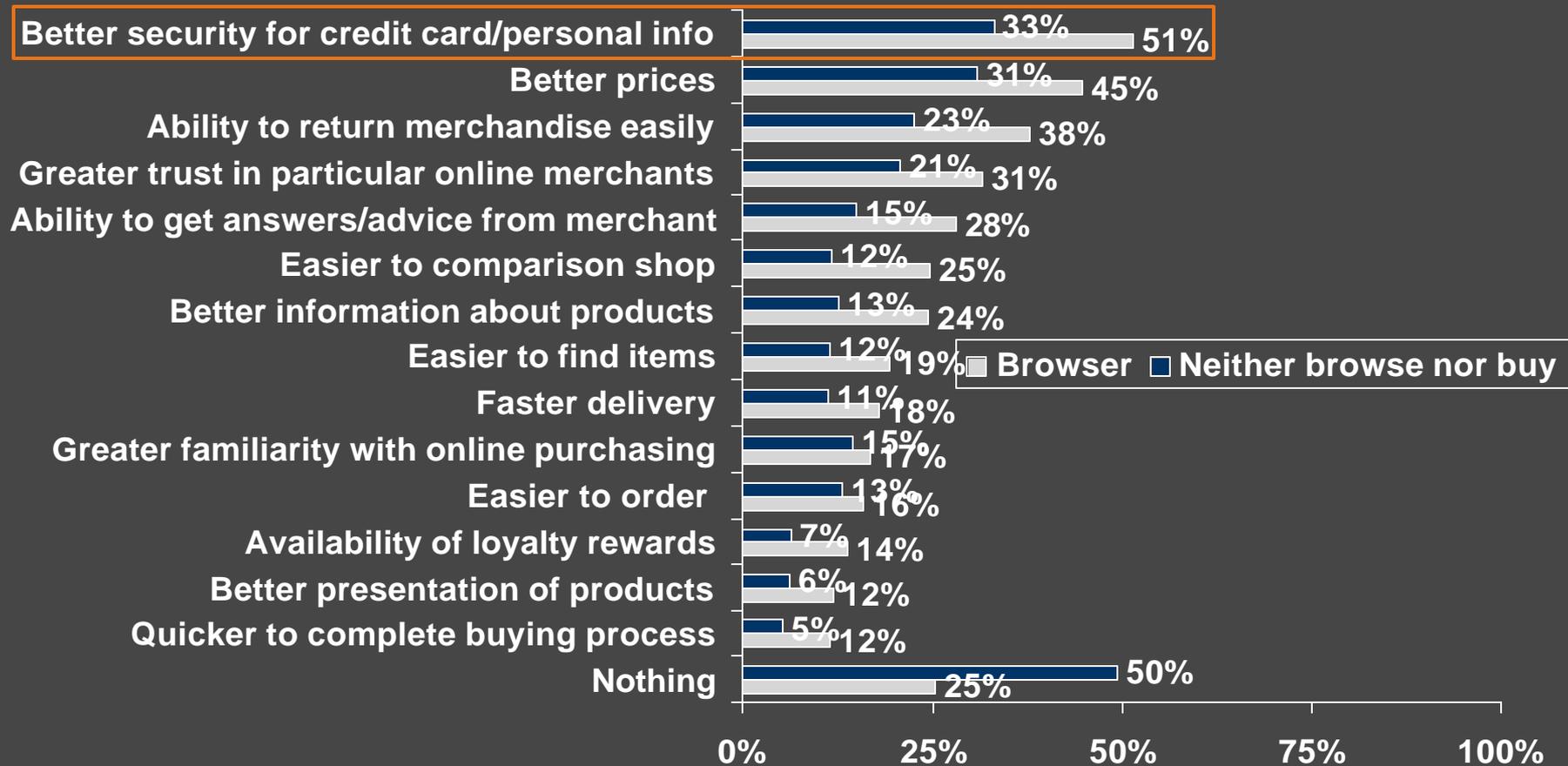
# Almost 70 Percent of Consumers Worry Their Privacy is at Risk



**70% are worried**  
**31% find statements easy**  
**40% read before registering**

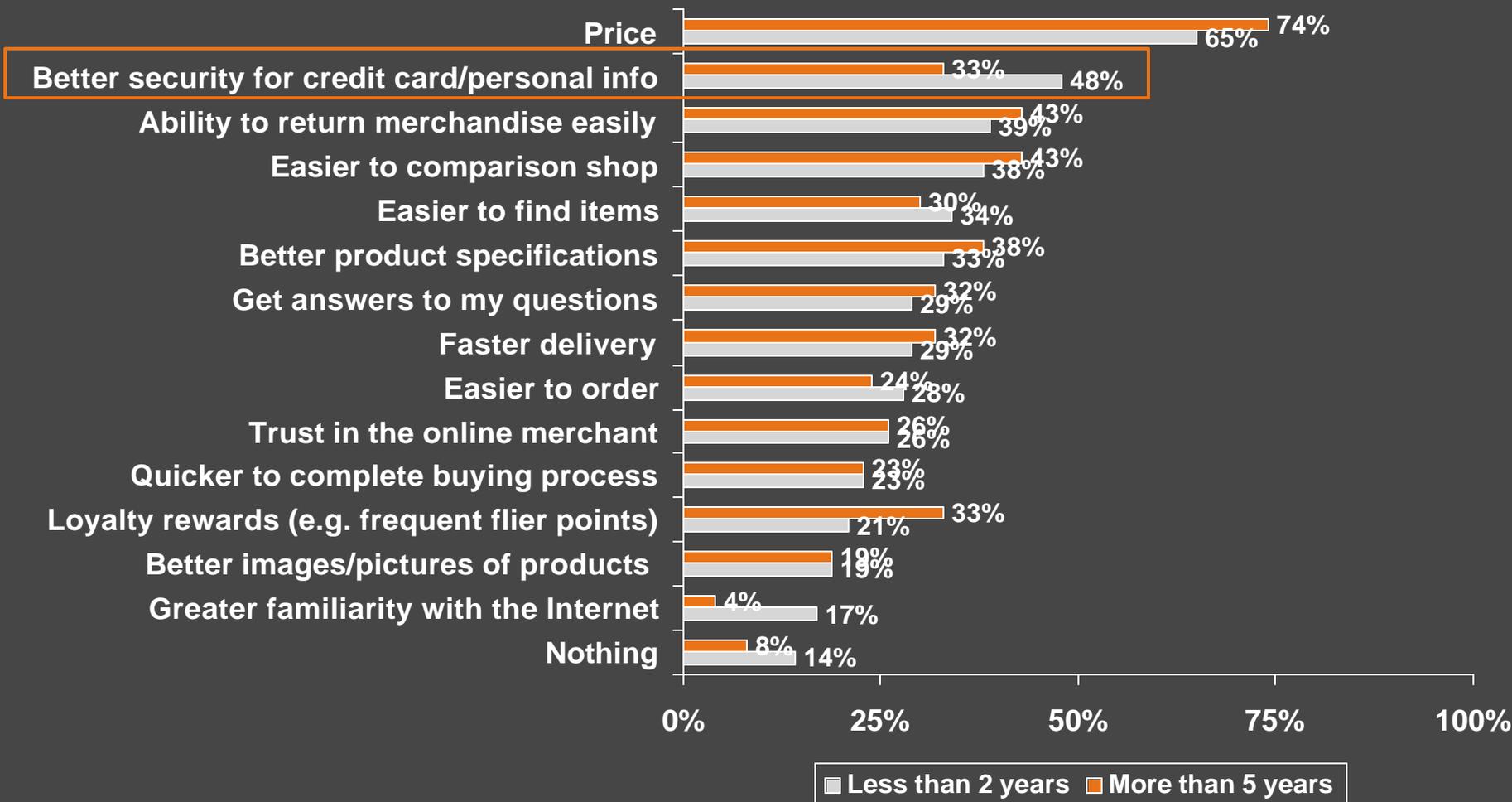


# Credit Card Security Still the Major Inhibitor for Non-buyers



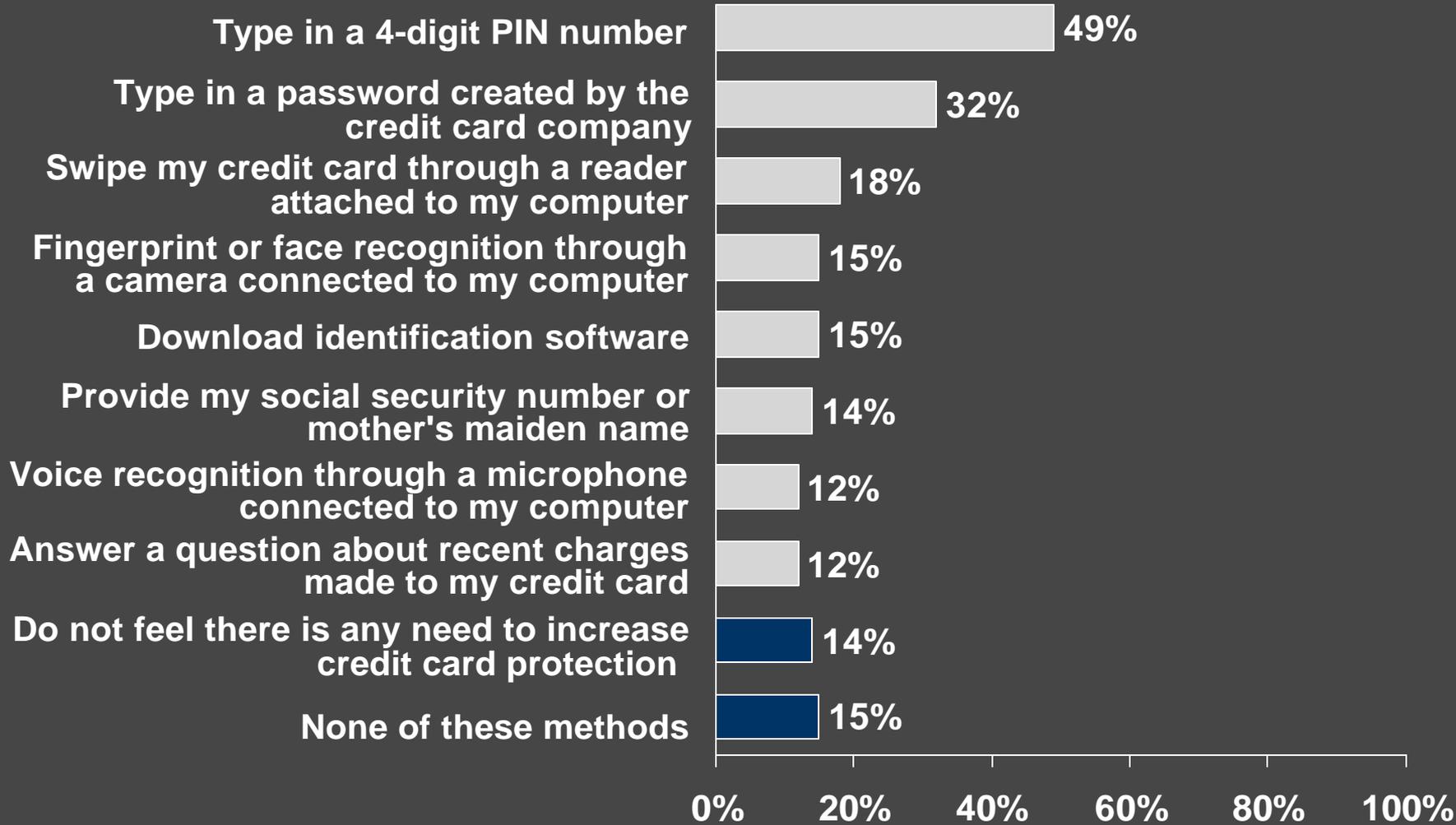
Question: What would have to improve for you to start buying products online this year?

# Experienced Buyers Seek Better Prices and Comparison Shopping



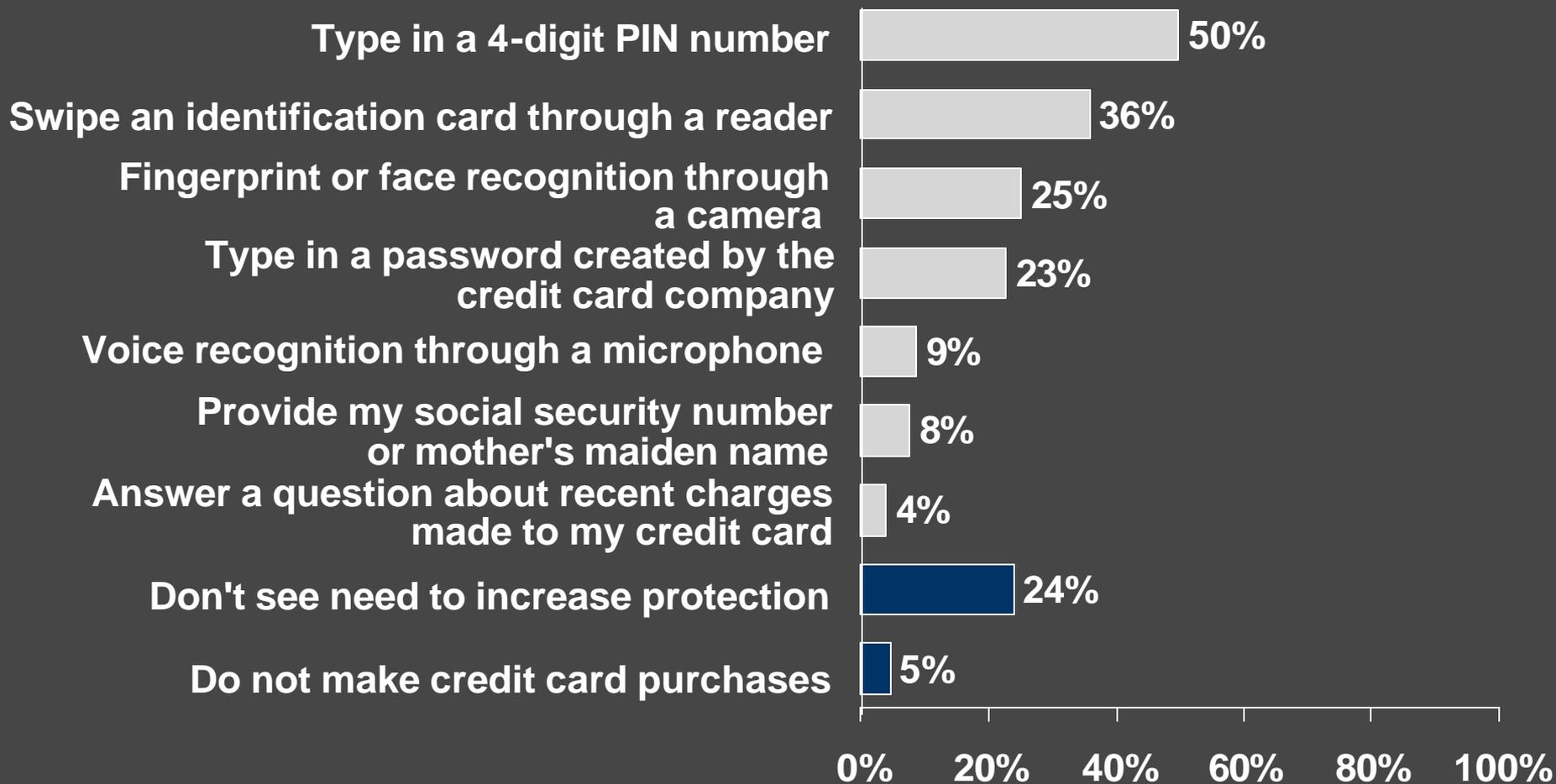
Question: What would motivate you to buy more products online this year?

# PIN and Passwords Will be Additional Online Authentication Consumers Desire



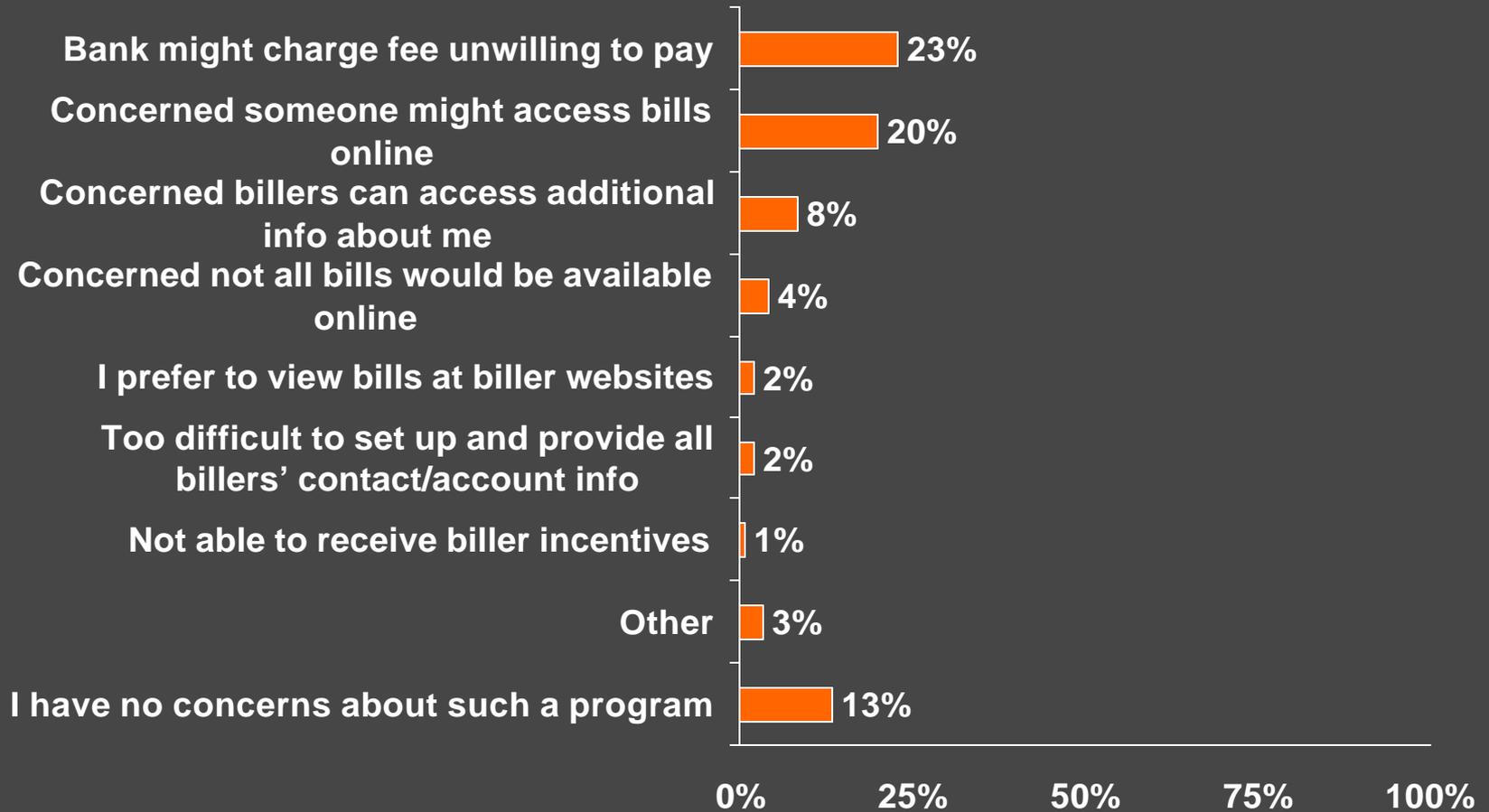
Consumers, banks, credit card issuers, and merchants are concerned about the safety and integrity of credit card information online. Which of the following security measures would you be most willing to use when making purchases online? (Select up to three)

# While Consumers See Less Need for Offline Protection, Willingness Apparent



Which of the following security measures would you most prefer to use when making credit card purchases at physical stores? (Select up to three)

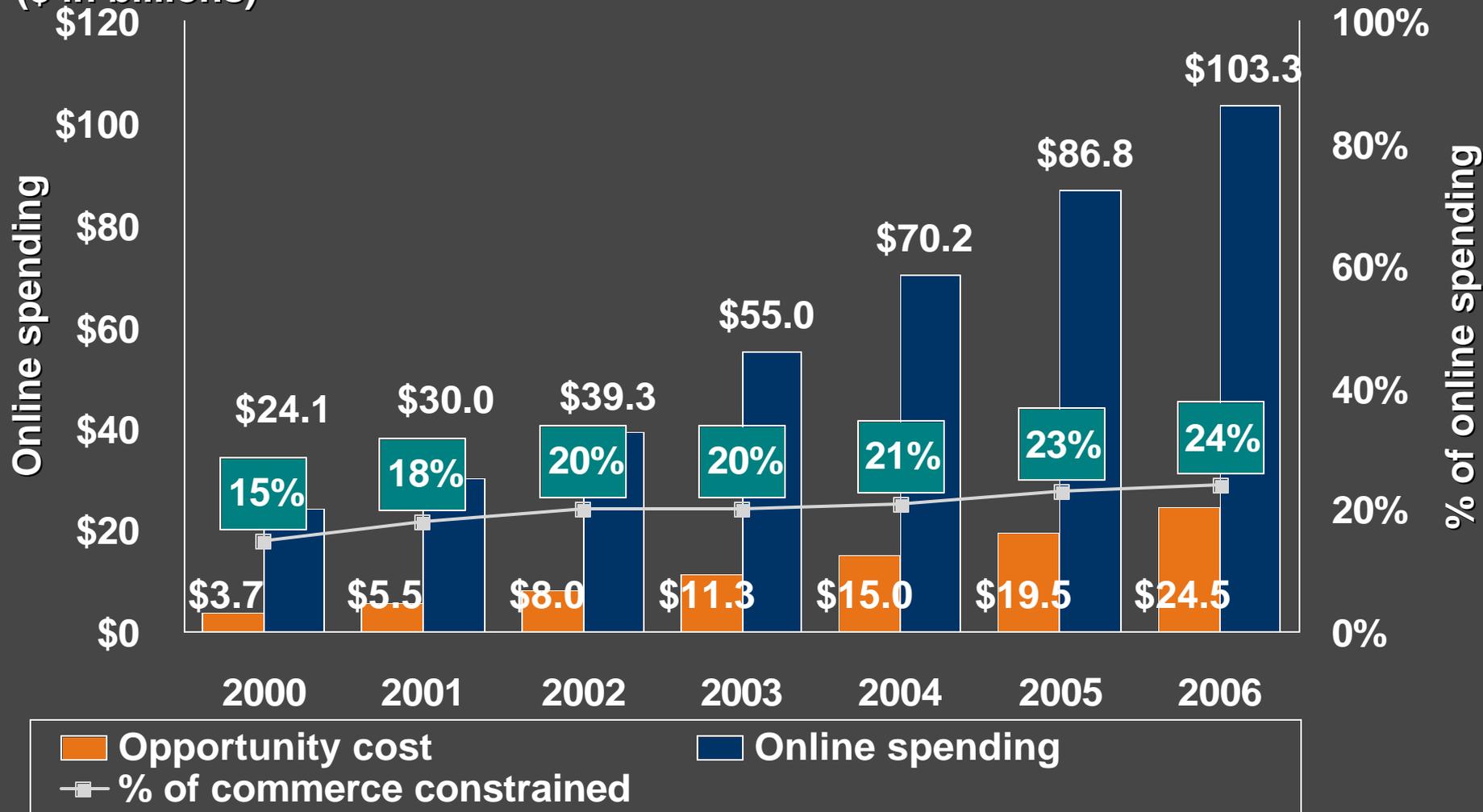
# Payments: Chief Consolidation Objections are Security and Price



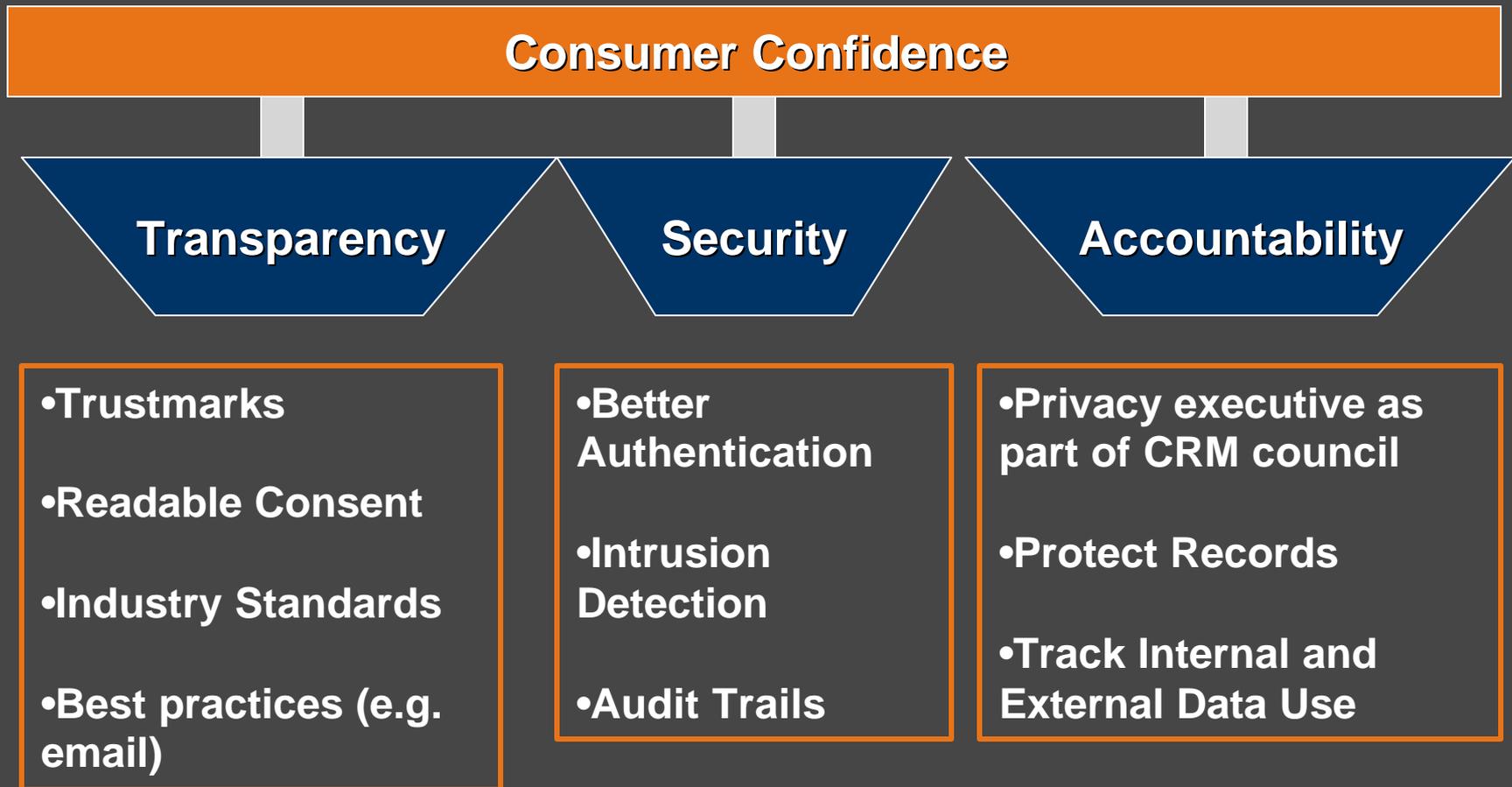
Question: Some banks offer a service where you can receive, store, and pay multiple billing statements (such as those from your credit card, phone, or utilities provider) in one single secure location on your bank's web site. What do you think the primary disadvantages of this type of service would be?

# Retail: Privacy/Security Concerns Will Cost \$25 Billion in US Online Sales

(\$ in billions)



# Emphasize Transparency, Security and Accountability in Privacy Marketing Efforts



# Additional Information

- **Additional information available upon request from:**
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