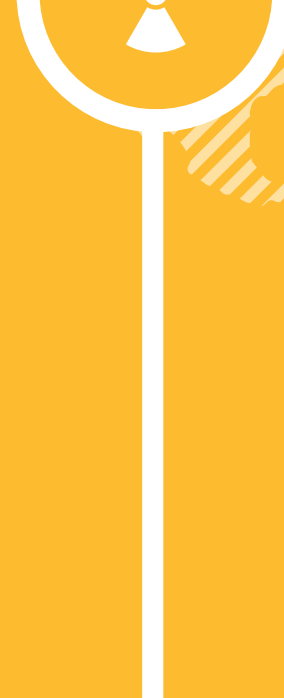


## GIVE YOUR CUSTOMERS THE GIFT OF SECURITY THIS CHRISTMAS

WE'VE ASKED THOUSANDS OF ONLINE CONSUMERS ACROSS EUROPE AND THE US TO LEARN MORE ABOUT THEIR SECURITY FEARS, HOW THESE AFFECT THEIR DECISION TO BUY AND ASSESS WHAT BUSINESSES CAN DO TO OVERCOME THEM.

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 7,541 adults, with 2,102 from the UK, 1,011 from France, 2,050 from Germany and 2,378 from the US. Fieldwork was undertaken between 3rd - 8th September 2015. The survey was carried out online. The figures have been weighted and are representative of all adults (aged 18+ in each market).



**TODAY, CYBERCRIMINALS ARE ERODING ONLINE ASSURANCE BY CREATING AN ATMOSPHERE OF FEAR AND MISTRUST.**



**BY DEPLOYING EXTENDED VALIDATION (EV) SSL CERTIFICATES, VISIBLE SIGNS OF SECURITY CAN COUNTER THESE FEARS AND BUILD THE TRUST CUSTOMERS REQUIRE TO TRANSACT.**

**43%**

of respondents were worried about online security issues when shopping online.

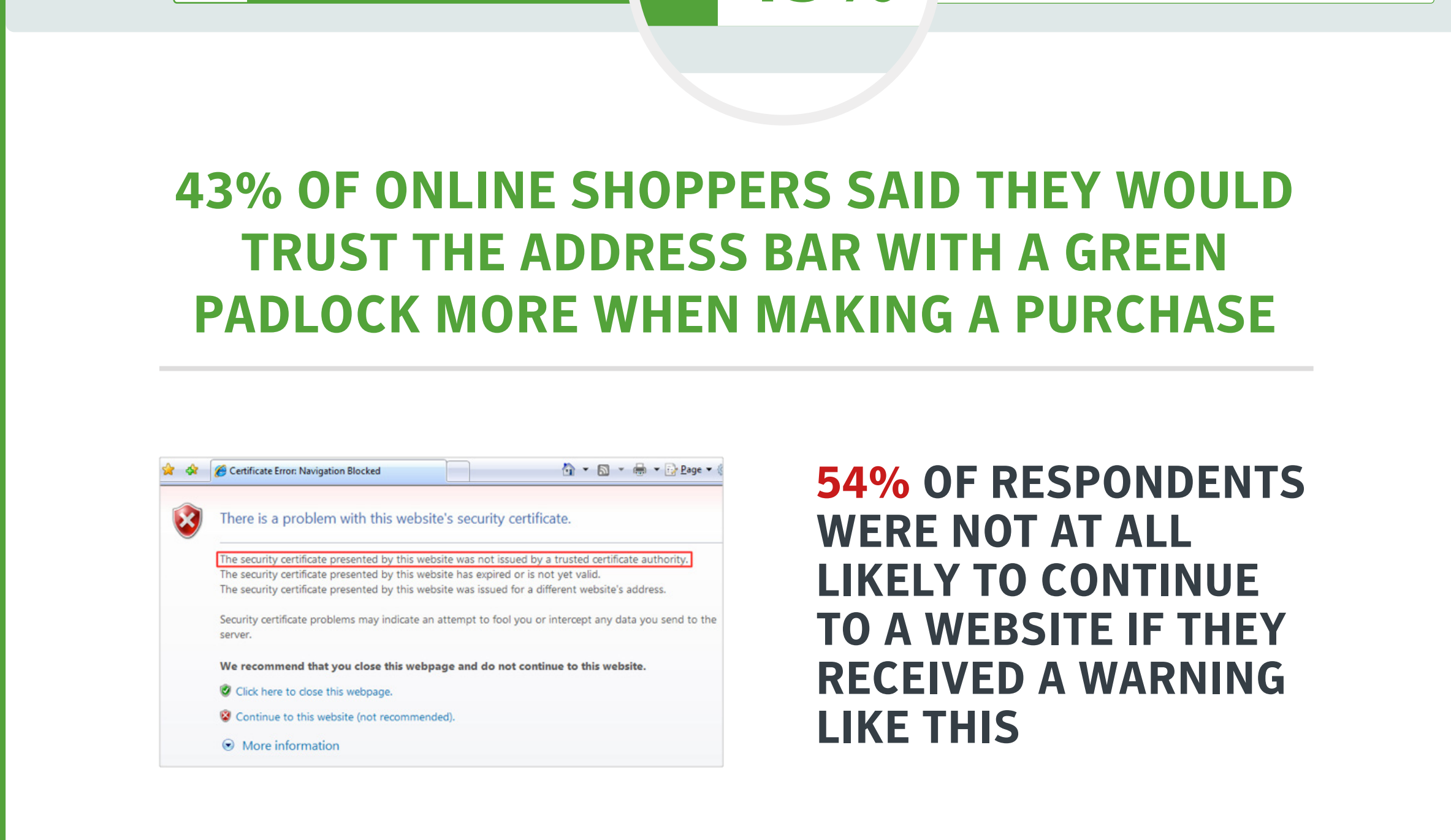
**20%**

of online shoppers in the survey are worried about having their payment details stolen.

**19%**

are worried about identity theft.

**EV SSL CERTIFICATES TURN THE BROWSER BAR GREEN TO ASSURE CUSTOMERS THAT A SITE IS SAFE.**

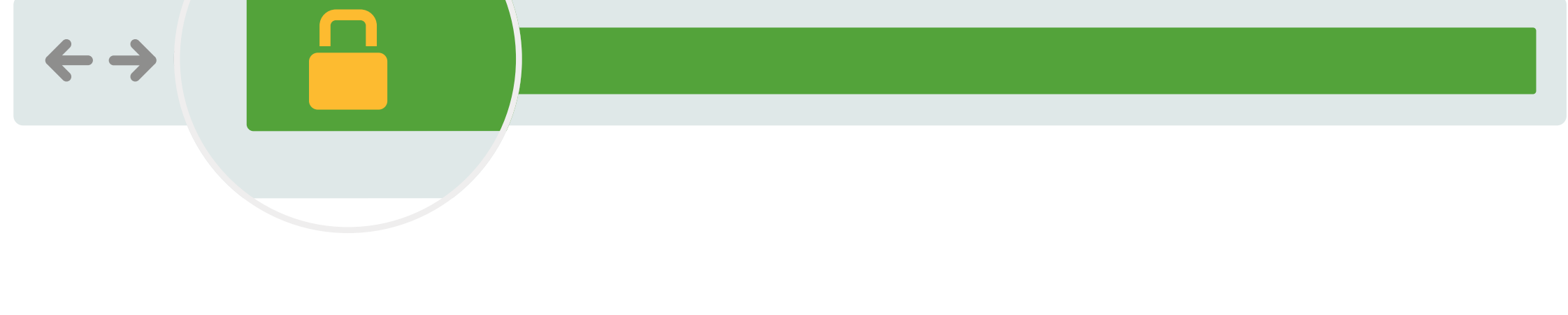


## NO TRUST. NO SALES

**62% OF RESPONDENTS HAVE ABANDONED A SHOPPING CART BECAUSE THEY DIDN'T TRUST THE WEBSITE.**



**A WEBSITE SECURED WITH AN SSL CERTIFICATE DISPLAYS AN ASSURING PADLOCK ICON IN THE BROWSER ADDRESS BAR.**

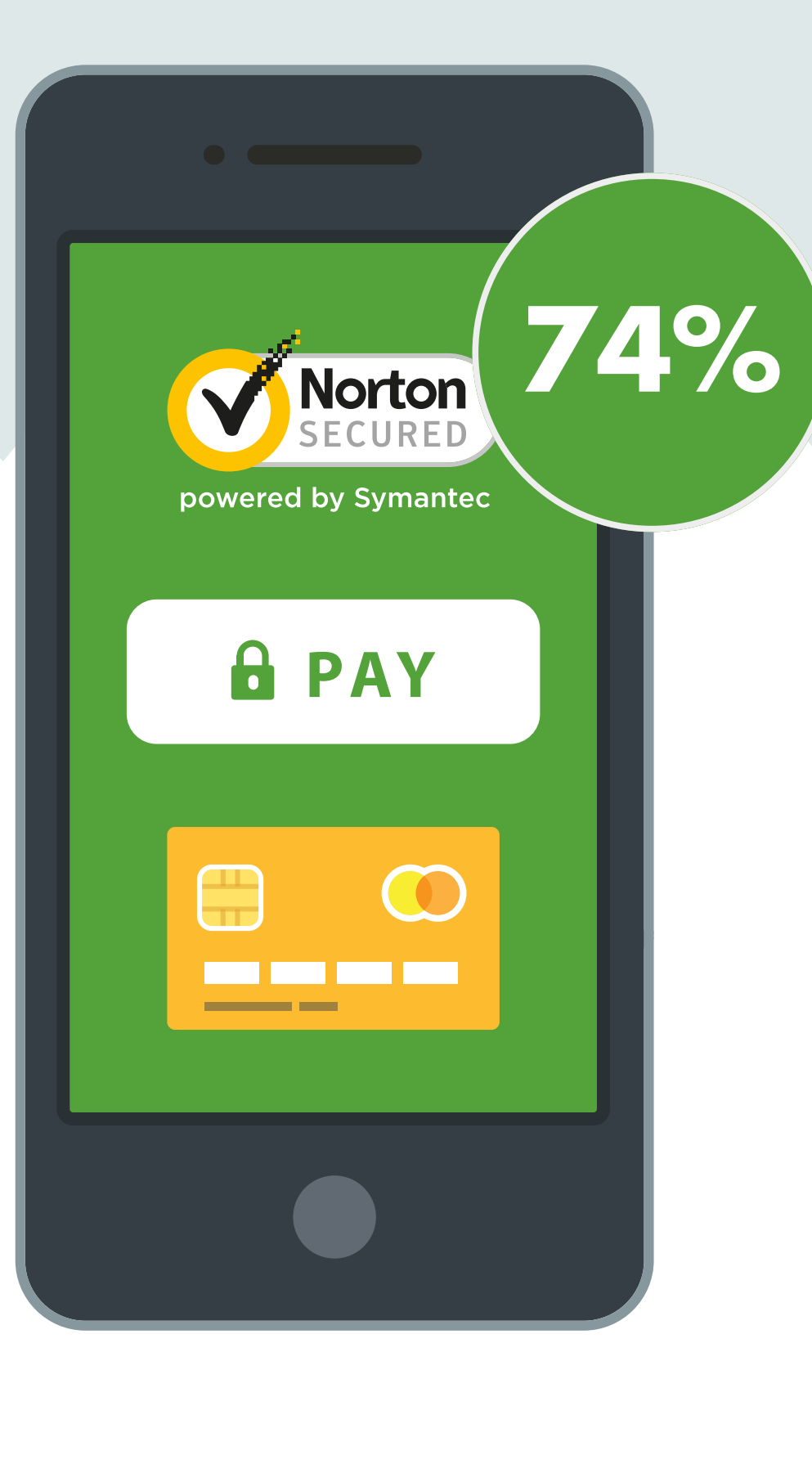


**61%**

**61% OF RESPONDENTS CHECK THE ADDRESS BAR WHEN PURCHASING ONLINE**

**78%**

**78% ARE REASSURED WHEN THEY SEE THE PADLOCK SYMBOL IN THEIR BROWSER**



**RECOGNISED 'TRUST MARKS' CAN MAKE A VISIBLE DIFFERENCE. THIS IS HOW MUCH MORE LIKELY RESPONDENTS ARE TO TRUST A PAYMENT PAGE DISPLAYING THE NORTON SECURED SEAL:**



**THE NORTON SECURED SEAL TRUST MARK IS INCLUDED WITH ALL SYMANTEC SSL/TLS CERTIFICATES**

**63%**

**OF RESPONDENTS SAID THEY WOULD COMPLETE AN ONLINE PURCHASE IF THEY SAW THIS TRUST MARK ON THE WEBSITE PAYMENT PAGE.**



**WANT TO KNOW MORE ABOUT HOW SYMANTEC EV SSL CAN MAXIMISE TRUST AND ONLINE SALES?**

[Download our report](#)