

# North America trends report

Increases in online activity and financial hardships have created the opportunity and appetite for criminal behavior. Industries across the board have experienced a surge in mule activity and fraud associated with business and consumer stimulus payments.



As we look at the trends<sup>1</sup> from July and September in comparison to last year, **we anticipate that fraud will continue to follow.**

<sup>1</sup>Trend data collected during Experian<sup>®</sup> surveys of businesses and consumers, July–November 2019, June–July 2020 and September 2020.



A **money mule** is an individual who's recruited, knowingly or unknowingly, to act on behalf of financial criminals.



## Opportunities for **fraud**

### Consumer online activity

	JULY-NOV. 2019	JULY 2020	SEPT. 2020
Shopping for groceries	18%	27%	28%
Ordering food	15%	23%	24%

### Anticipated increased online spending

	JULY 2020	SEPT. 2020
Anticipated increased online spending in <b>next 3-6 months</b>	48%	52%
Anticipated increased online spending in <b>next 6-12 months</b>	47%	54%

### Consumer difficulty paying bills

	JULY-NOV. 2019	JULY 2020	SEPT. 2020
Credit card	13%	23%	23%
Utilities	9%	18%	16%
Internet and cable	8%	18%	18%
Mobile phone	8%	18%	19%
Rent	9%	17%	18%

**1/2** of consumers continue to cite security as the **most important** factor of their online experience.

## Opportunities for **resolution**

### Using data for identification

	JULY-NOV. 2019	JULY 2020	SEPT. 2020
Consumers willing to share <b>personal data</b>	52%	53%	60%

### Use of security features

	JULY 2020	SEPT. 2020
Consumers feel most secure with <b>physical biometrics</b>	79%	83%

### Fraud prevention budget

	JULY-NOV. 2019	JULY 2020	SEPT. 2020
Businesses who have recently increased or are planning to <b>increase fraud budget</b>	76%	77%	89%

**1/2** of consumers continue to have **higher expectations** for their digital experience since the onset of COVID-19.



While the changes in consumer behaviors and the strain on finances create the opportunity for identity theft and a wide range of fraud, they **also present an opportunity for businesses to deepen and improve customer relationships.** By creating a virtuous cycle of trust — using consumer information to create a better and more secure experience — **businesses can maintain their bottom line without increasing fraud losses or customer friction.**

**Contact us to review your current fraud strategy.**