



With a rise in looting, smash-and-grabs, active assailant and other security-impacting incidents in malls and retail locations, it's understandable why shoppers are more concerned about their safety this holiday season.

The holidays mean an uptick in crime. As in the past, the severity and frequency of these incidents will almost certainly become heightened in November and December.

Following are the top 10 tips for safe holiday shopping.

## Safety Tips for Holiday Shopping

1. Be aware of your surroundings at all times.
2. Shop during daylight or at unpopular times. If you must shop at night or during busy times, use the buddy system. There's safety in numbers.
3. Don't shop 'til you drop. Fatigue makes you more vulnerable to hazards and threats.
4. Shop at retail locations with visible security guards.
5. Know what to do in an emergency. Know the locations of exits, fire alarm pulls and hiding places like bathrooms and fitting rooms.
6. Protect your wallet and credit card information, especially in line to pay. It's an easy way to prevent identity theft and credit card fraud.
7. Consider how much you're buying at once and how you'll get it home safely.
8. Park and lock your vehicle in a well-lit spot. Allow extra time and patience in busy parking lots.
9. Don't leave valuables or purchased merchandise in your vehicle where it can be seen. Conceal all items.
10. If you find yourself in a dangerous or unsafe situation, try to get away as quickly and safely as possible. If you can't do that, find a safe place to hide. And, if you can't do that, defend and protect yourself.

## Supporting Data

According to the nearly 2,000 global chief security officers who took part in the [2023 World Security Report](#):

- **49%** of North American companies are expecting to experience security incidents involving violent criminals. (61% in U.S., 33% global average)
- **46%** of North American companies are expecting to experience security incidents involving petty criminals. (51% in U.S., 35% global average)
- Last year's most common external security threat was theft of company physical property at **32%**. (34% in U.S., 22% global average)

