RESEARCH ABOUT ONLINE PURCHASING DURING BLACK FRIDAY

The dfndr lab, a digital security laboratory managed by PSafe, conducted a survey to discover the habits of online shopping during Black Friday in the United States. 1.434 responses were received from American users of the dfndr security application between November, 12 and November, 16, 2020. The projections were made based on data released by Statista in December 2019 regarding the American population with access to the Internet, which would be 85% of the population in the period, 313 million people.

		on Black Friday?
Do you usually shop onli	ine on Black	Clothing
Friday?	20.26%	Electronic products
Yes	30,36%	Game or toys
No	69,64%	Computers and access
Have you ever received	links for a EAKE	Eletric devices
promotion?	IIIKS TOT A TAKE	Cosmetics and perfum
Yes	67,48%	Books
No	32,52%	Jewelry and watches
		Furniture and decoration
Before making any onlir you do any checking or s sure the site is reliable?	research to make	Food and beverage
Yes	66,36%	Household items
No	33,64%	Building materials
		Other
Have you ever felt afraid	d to shop online?	
Yes	70,62%	How old are you?
No	29,38%	Up to 18 years
		Between 19 and 25
Have you ever fallen for scam or a fake promotic		Between 26 to 30
Sim	48,71%	Between 31 to 40
Não	51,29%	Between 41 to 50
		Above 51
Have you ever had your number stolen or you ca		
Yes	40,43%	What is your gender? Female
No	59,57%	Male
		iviale

Computers and accessories	35,10%
Eletric devices	50,88%
Cosmetics and perfumes	23,75%
Books	16,37%
Jewelry and watches	30,83%
Furniture and decoration	23,01%
Food and beverage	27,29%
Household items	36,87%
Building materials	19,91%
Other	19,32%
Other	19,32%
Other How old are you?	19,32%
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How old are you?	19,32% 2,72% 1,88%
How old are you? Up to 18 years	2,72%
How old are you? Up to 18 years Between 19 and 25	2,72% 1,88%
How old are you? Up to 18 years Between 19 and 25 Between 26 to 30	2,72% 1,88% 2,30%

What kind of items would you like to buy

55,97%

53,39%

31,86%

43,27%

51,92%

4,82%

About PSafe

PSafe (<u>www.psafe.com</u>), the largest private cybersecurity company in Latin America, develops and distributes free mobile protection, performance and privacy solutions for Android and iOS smartphone users. Created in 2011, it currently has more than 300 million installations of its mobile security solutions. PSafe has the largest base of digital threats and attacks in Brazil, which powers its Artificial Intelligence system, capable of detecting new virtual threats in less than 1 second.

Rather not answer