



## State of Today's Digital e-Shopper

### McAfee USA Survey Fact Sheet

November 2020

**Overview:** Ahead of the 2020 Holiday Season, and before we entered into a New Year, McAfee conducted research into the changing attitudes, behaviors, and preferences, of today's online shoppers. The goal of the study: To reveal and better understand how and where these shifts are exposing consumers to new risks.

Through the *Holiday Season: State of Today's Digital e-Shopper* survey, McAfee uncovered:

- How often consumers are shopping online today
- What types of activities are driving consumers online more
- How consumers plan to shop during Black Friday, Cyber Monday and other holiday shopping events;
- How consumers plan to connect

### Survey Key Findings in the US

#### **Shopping online in general has and will continue to increase**

- Consumers are shopping more often and staying with online versus in-person; 49% of respondents noted that their online shopping activity has increased since COVID-19
- One in three (34%) of respondents are shopping online 3-5 days a week; one in four; one in five (18%) are shopping every day
- Respondents between the ages of 35-44 (56%) are the top age range to note increased online shopping activity due to COVID-19; followed by 45-54 (55%)
  - Only 10% of respondents between the ages of 35-44 are planning to do in-store shopping

#### **Shopping online during holiday season will increase in both volume and length**

- This holiday season, consumers plan to shop earlier, more often with 36% of respondents planning to do more of their holiday shopping online
- 33% are planning to do their holiday shopping earlier; and only 19% are still planning to do in-stores shopping
- 58% of respondents between the ages of 55-64 are now shopping online 1-5 days a week

#### **Digital gift cards will replace physical gifts bringing new risks**

- eGift cards will play a big role in holiday season celebrations - 35% of respondents plan to purchase a lot more online gift cards this year
- What's concerning about this trend is the revelation that an overwhelming number of consumers between the ages of 18-25 don't check the authenticity of these cards – 73%
  - 25% of all respondents automatically assume gift card links are safe and don't always take the necessary steps to ensure legitimacy
- Less than half, 43%, of respondents check to see if Black Friday/Cyber Monday deals sent via email/text are authentic and trusted

#### **Cybercrime risks span across generations**

- As online activity rises through this holiday season, so will cyber threats; 60% of respondents feel that cyber-scams become more prevalent during the holiday season; and 78% of those that feel this way think there is a greater risk with COVID-19
  - Still 36% of consumers plan to increase their online shopping



- McAfee's Advanced Threat Research team recently found evidence that online cybercrime continues to increase, with McAfee Labs observing 419 threats per minute in Q2 2020, an increase of almost 12% over the previous quarter.
- Only 27% of respondents between the ages of 18-24 always check to see if Black Friday, Cyber Monday and holiday deals sent via email or text are authentic and trusted
  - 34% of respondents ages 45+ have fallen victim of online scams during the holiday season, losing \$100+
- 77% of respondents ages 45+ are planning on increasing their online activity to interact or engage with friend and family members
  - 79% of respondents with age of 65+ think there is a greater cyber risk with COVID-19
    - Compared to:
      - 70% of respondents ages 18-24
      - 76% of respondents ages 25-34

### **Increase in Online Shopping Threats does not mean Increased Cyber Security**

- Although consumers are planning to increase their online shopping this year, and are very aware of the season being a prime target for cyber criminals; 37% of respondents are aware of the cyber-attacks and risks but it does not change their online activity/shopping
- 17% of respondent click on an unknown link in an email to check the authenticity of a gift card sent to them, with 25% of respondents assuming it is safe

### **Survey Methodology:**

- McAfee commissioned 3Gem to conduct this survey. The findings were released on November 17, 2020 – see press release [here](#).
- 1,000 adults in the United States over the age of 18 surveyed (date: between 10/8-13/2020)
- McAfee also commissioned surveys in UK, Germany, France, Spain, Australia, and Indonesia. Data for these regions can be requested via media contact below.

### **PRESS CONTACT**

To contact McAfee about this survey or speak with a spokesperson, please reach out to:

Ashley Dolezal, McAfee

[media@mcafee.com](mailto:media@mcafee.com)

### **ADDITIONAL MCAFEE RESOURCES**

- Blog from Judith Bitterli, McAfee VP of Consumer Marketing: [Security Tips to 'Sleigh' the Holiday Shopping Season](#)
- Blog from Baker Nanduru, McAfee VP of Endpoint Segment: [Cyber Monday is Coming – 10 Tips to Protect You From Online Shopping Scams](#)