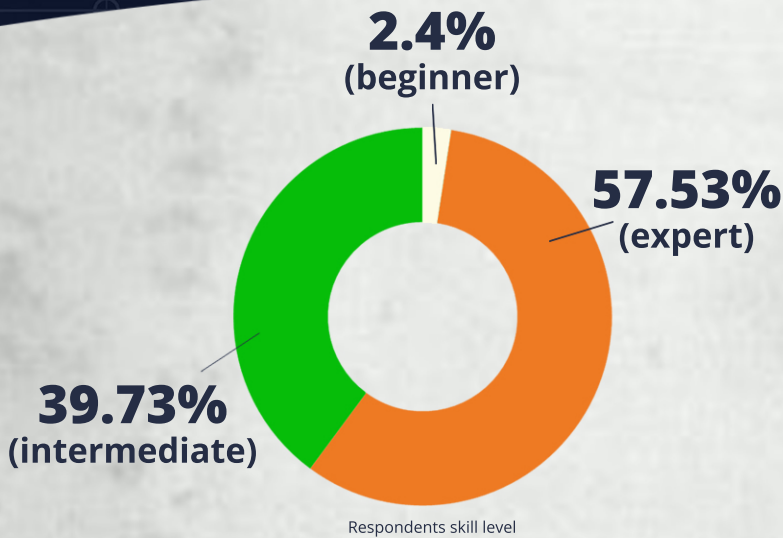


# AV PURCHASING HABITS

PC Matic recently conducted a survey which focused on the purchasing habits of anti-virus users. The purpose of the survey was to determine what drives computer users to purchase a security solution and what factors they deem important in the process. We asked participants to self-identify their computer skills as **Beginner, Intermediate or Expert**.



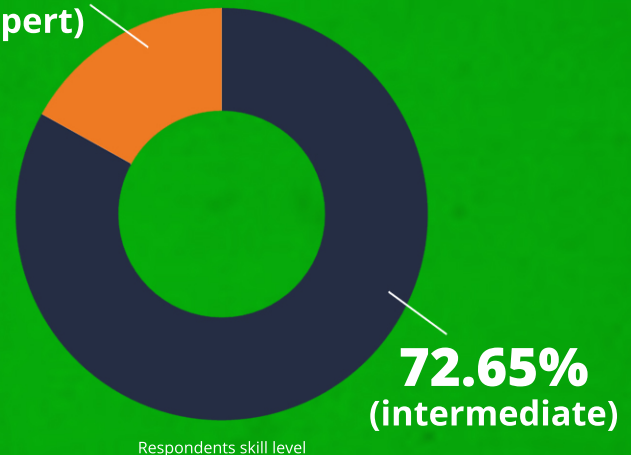
Did you consider 3rd party AV testing when choosing your AV solution?

**20.38%**  
rely on third party testing.

Are you aware of what ransomware is?

**39.19%**  
were unaware of what ransomware is.

14.8% (expert)



Why do you use an AV solution?

Why respondents use a security solution.

**PROTECT PC FROM MALWARE 94.67%**

**ENHANCE PRIVACY 71.79%**

**FEAR OF LOSING DATA 70.51%**

**BLOCK POP UPS 54.49%**