



# Pay it Safe/ Scam Prevention

Q3 2021

# METHODOLOGY

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## METHODOLOGY:

- Five-minute online survey
- Quarterly tracking
- Sample via EWS Online Research Panel



## POPULATION:

- 450 interviews per quarter
- Mobile Majority ages 18-72, determined by U.S. Census data



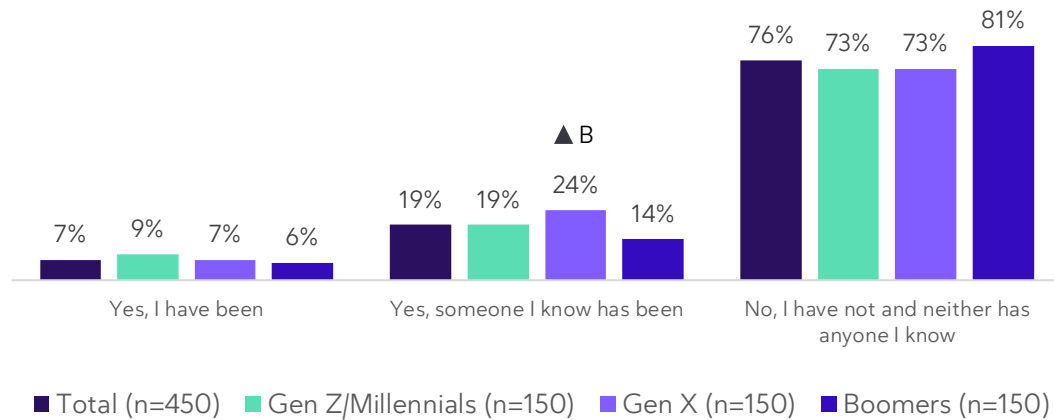
## QUALIFYING CRITERIA

- Ages 18 – 72 | HS diploma or higher | Mix of race, gender, age, employment | Standard criteria excludes unemployed – for this study, temporarily unemployed due to crisis are included
- Not employed in a sensitive industry
- Must own a smartphone and have a checking or savings account

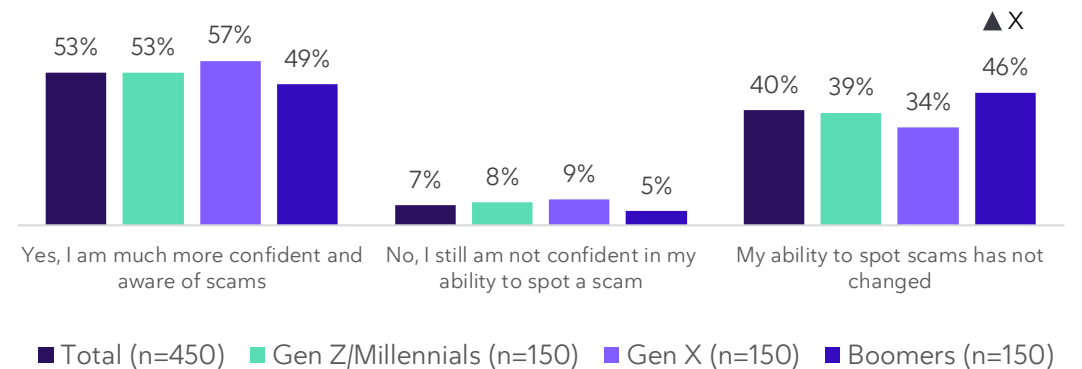
## PEOPLE ARE BECOMING MORE CONFIDENT IN THEIR ABILITY TO SPOT SCAMS

Over half of respondents say they are more confident in their ability to spot scams since the pandemic, and only 7% of respondents have been victims to scams in 2021

Have you or has someone you know been a victim to a scam in 2021?



Have you become more confident in your ability to spot a scam since the beginning of the pandemic?

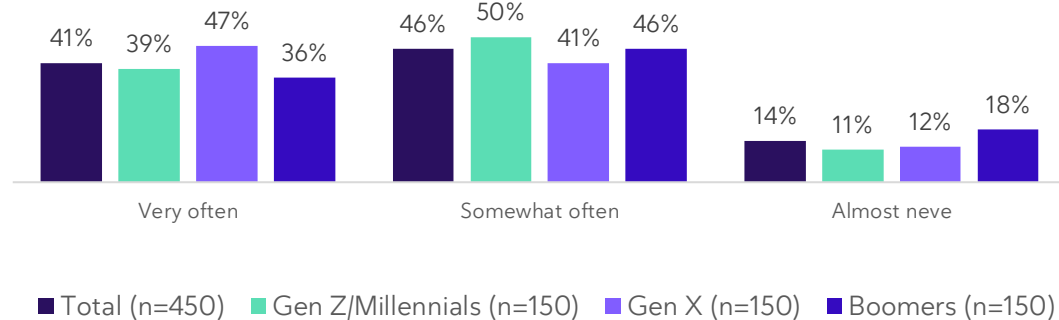


Source Q26. Have you or has someone you know been a victim to a scam in 2021? | Q27. Have you become more confident in your ability to spot a scam since the beginning of the pandemic?

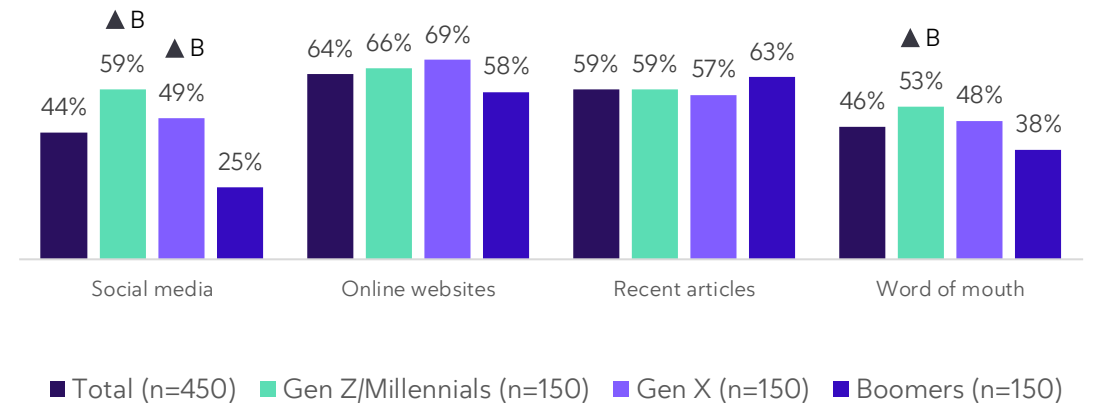
## ONLINE WEBSITES AND RECENT ARTICLES ARE MOST COMMON RESOURCES TO RESEARCH SCAMS

Compared to Boomers, Gen Z/Millennials are significantly more likely to look to social media and word of mouth for information on scams

Since the start of the pandemic, how often have you recognized something to be a likely scam?



To find out what scams are popular at the moment, I look to...

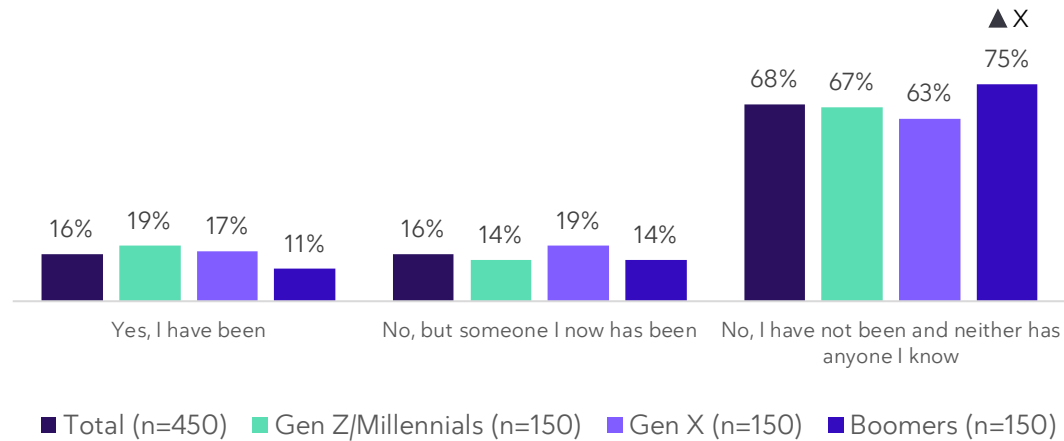


Source Q25. Since the start of the pandemic, how often have you recognized something to be a likely scam? | Q28. To find out what scams are popular at the moment, I look to...

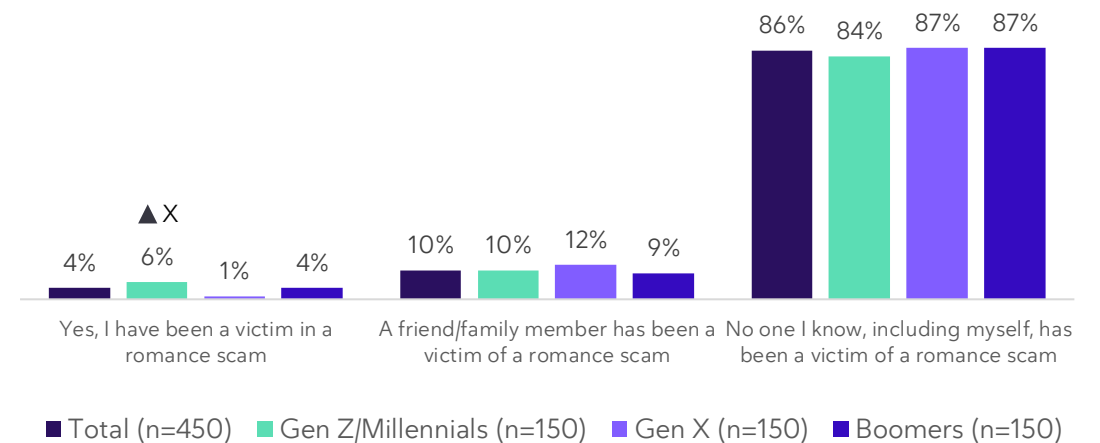
## ROMANCE SCAMS ARE RELATIVELY RARE

Only 4% of respondents say they have been a victim of a romance scam

Have you ever been in an online relationship where the person you were in a relationship with did not end up being who they said they were?



Have you or someone you know been a victim in a romance scam?



Source Q23. Have you ever been in an online relationship where the person you were in a relationship with did not end up being who they said they were? | Q24. Have you or someone you know been convinced to send money to someone online under the impression that there was a romantic relationship between the two people (i.e., a romance scam)?

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