Pay it Safe/
Scam Prevention

Q3 2021
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?

<table>
<thead>
<tr>
<th>Total (n=450)</th>
<th>Gen Z/Millenials (n=150)</th>
<th>Gen X (n=150)</th>
<th>Boomers (n=150)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, I have been</td>
<td>7%</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>Yes, someone I know has been</td>
<td>19%</td>
<td>19%</td>
<td>24%</td>
</tr>
<tr>
<td>No, I have not and neither has anyone I know</td>
<td>76%</td>
<td>73%</td>
<td>73%</td>
</tr>
</tbody>
</table>

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

<table>
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<th>Total (n=450)</th>
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<th>Boomers (n=150)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, I am much more confident and aware of scams</td>
<td>53%</td>
<td>53%</td>
<td>57%</td>
</tr>
<tr>
<td>No, I still am not confident in my ability to spot a scam</td>
<td>7%</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>My ability to spot scams has not changed</td>
<td>40%</td>
<td>39%</td>
<td>34%</td>
</tr>
</tbody>
</table>

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?
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...

▲B = significantly higher than comparison group at 95% confidence level
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?

- Yes, I have been: 16%
- No, but someone I now has been: 11%
- No, I have not been and neither has anyone I know: 68%

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

- Yes, I have been a victim in a romance scam: 10%
- A friend/family member has been a victim of a romance scam: 10%
- No one I know, including myself, has been a victim of a romance scam: 86%

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)?