METHODOLOGY

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

POPULATION:

• 450 interviews per quarter
• Mobile Majority ages 18-75, determined by U.S. Census data

QUALIFYING CRITERIA

• Ages 18 – 75 | Mix of race, gender, age, employment | Not employed in a sensitive industry
• Must have a checking or savings account
KEY FINDINGS

• Respondents overwhelmingly agree that financial education and stability are important to them in the coming year (79%).
• Respondents predominately use their financial institution (41%) to improve their financial literacy, followed by traditional media (31%).
• Respondents rely on traditional media (49%) and word of mouth (49%) to learn about trending scams.
• Respondents are hesitant to use P2P with contacts that they haven’t met, with over half saying that they would never send money to someone that they have not met in person (56%).
• Nearly half of respondents (46%) agree that a person's financial health is a key influence on their decision to date.
• Majority of respondents are not dating (61%) and do not know of anyone who has been scammed while dating online (67%).
• Of those who have experienced scams, either personally or via an acquaintance, more than half knew the scammer "very well" or "well enough“ (55%).
Respondents overwhelmingly agree that financial education and stability are important to them in the coming year (79%).

**Please rate your level of agreement with the following statement.**

Educating myself about my personal finances and working on my financial stability is important to me this year.

- 1 - Strongly Disagree
- 2
- 3 - 16%
- 4 - 41%
- 5 - 38%
- Total (n=450)

**Which of the following resources does your household use to improve its financial literacy?**

- Your Financial Institution
- Traditional media (newspapers, television, books, radio)
- Word of mouth (I talk to my household about financial literacy)
- Personal finance websites (Nerdwallet, Bankrate, Business Insider, etc.)
- Social media (Facebook, Twitter, Instagram, etc.)
- None of the above
- I’m not sure where or how to learn about financial literacy
- School or classes (high school/college course, online personal finance course)
- Total (n=450)

Source: Q9. Please rate your level of agreement with the following statement. (Please select one.) Educating myself about my personal finances and working on my financial stability is important to me this year. | Q10. Which of the following resources does your household use to improve its financial literacy? (Please select all that apply).
SCAM PREVENTION RESOURCES AND MONEY SHARING HABITS

Respondents are hesitant to use P2P with contacts that they haven’t met, with over half saying that they would never send money to someone that they have not met in person (56%).

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Which of the following resources does your household use to learn about trending scams and how to avoid them?

- Traditional media (newspapers, television, books, radio): 49%
- Word of mouth (friends/family that have been targeted): 49%
- My Financial Institution: 37%
- Social media (Facebook, Twitter, Instagram, etc): 37%
- Personal finance websites (Nerdwallet, Bankrate, Business Insider, etc): 24%
- Government: 22%
- None of the above: 8%
- I’m not sure where or how to learn about trending scams and how to avoid them: 6%

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Please rate your level of agreement with the following statement.

Depending on the circumstance, I would consider sending money to someone I met online but don’t personally know and have never met in person.

- 1 - Strongly Disagree: 56%
- 2: 13%
- 3: 13%
- 4: 13%
- 5 - Strongly Agree: 5%

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In which of the following circumstances would you consider sending money via P2P to someone you’ve never met in person?

- Online relationship/friendship is in urgent need of money: 9%
- Selling product/service requiring deposit before order is fulfilled: 30%
- Raising money for a cause that is important to me: 28%
- I would never send money to someone I’ve never met: 56%

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Source: Q11. Which of the following resources does your household use to learn about trending scams and how to avoid them? | Q12. Please rate your level of agreement with the following statement. (Please select one.) Depending on the circumstance, I would consider sending money to someone I met online but don’t personally know and have never met in person. | Q13. In which of the following circumstances would you consider sending money via P2P to someone you’ve never met in person? (Please select all that apply).
**DATING APPS AND PREFERENCES**

Three-quarters of respondents (75%) are not open to dating apps. Additionally, nearly half of respondents (46%) agree that a person’s financial health is a key influence on their decision to date.

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**Are you currently on a dating app, or have used a dating app/website in the past?**

- Yes, and I am still in search of a partner/spouse: 8%
- Yes, and I met my spouse/partner on a dating app: 7%
- No, but I am open to dating apps/websites: 9%
- No, dating apps aren’t for me: 9%

**Total (n=450)**

**Please rate your level of agreement with the following statement.**

I consider a person’s financial health to be a key influence on my decision about our dating likelihood/compatibility.

- 1 - Strongly Disagree: 8%
- 2: 9%
- 3: 36%
- 4: 33%
- 5 - Strongly Agree: 13%

**Total (n=450)**

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Source: Q14. Are you currently on a dating app, or have used a dating app/website in the past? (Please select one). | Q15. Please rate your level of agreement with the following statement. (Please select one). I consider a person’s financial health to be a key influence on my decision about our dating likelihood/compatibility.
Majority of respondents are not dating (61%) and do not know of anyone who has been scammed online (67%).

Which of the following statements are true about your method of splitting costs while dating?

- I prefer to split costs using P2P services (like Zelle, Venmo, PayPal) - 11%
- I prefer to split the cost, but not with a P2P service (like Zelle, Venmo, PayPal) - 6%
- I prefer to take turns paying or use another option - 20%
- I never pay - 2%
- I am not dating - 61%

Have you or someone you know ever been “catfished” or scammed on a dating app/website?

- Yes, I have been “catfished” or scammed - 4%
- Yes, I know someone that has been “catfished” or scammed - 15%
- I do not know, but it is possible - 15%
- No, I have not been nor do I know of someone who has been “catfished” or scammed - 67%

Source: Q19. Which of the following statements are true about your method of splitting costs while dating? (Please select one). | Q16. Have you or someone you know ever been “catfished” or scammed on a dating app/website? (Please select all that apply).
Of those who have experienced scams, either personally or via an acquaintance, more than half knew the scammer "very well" or "well enough" (55%).

How well did you or the victim of the "catfish" or scam think you knew the person before the "catfish" or scam occurred?

- Not well: 34%
- Well enough: 35%
- Very well: 20%
- I do not know: 11%

About how much time passed before the "catfish" or scam was discovered?

- Within days: 21%
- Within weeks: 18%
- Within a month: 11%
- Within a few months: 24%
- Within a year: 13%
- More than one year: 4%
- I do not know: 10%

Source: Q17. How well did you or the victim of the "catfish" or scam think you knew the person before the "catfish" or scam occurred? (Please select one). | Q18. About how much time passed before the "catfish" or scam was discovered? *Base: "Yes" in Q16- Have been and/or know someone who has been catfished/scammed.

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Appendix: Demographics
**DEMOGRAPHIC PROFILE**

### Age
- Gen Z: 2%
- Millennial: 18%
- Gen X: 38%
- Boomer: 42%
(n=450)

### Gender
- Female: 58%
- Male: 41%
(n=450)

### Income
- Less than $50,000: 34%
- $50,000 to $74,999: 22%
- $75,000 to $99,999: 18%
- $100,000 to $149,999: 14%
- $150,000 or more: 11%
(n=450)

### Education
- High School: 14%
- Some College: 21%
- Associate’s degree: 16%
- Bachelor’s degree: 28%
- Graduate degree: 20%
(n=450)

### Employment
- Unemployed: 1%
- Disabled/Unable to work: 5%
- Retired: 1%
- Full-time homemaker: 9%
- Employed part-time: 12%
- Employed full-time: 47%
(n=450)

### Marital Status
- Single, never married: 19%
- Married: 56%
- Separated/divorced/widowed: 18%
- Domestic Partnership: 7%
(n=450)

### Ethnicity
- White or Caucasian: 74%
- Black or African American: 10%
- Asian or Pacific Islander: 4%
(n=450)

### Consumer Segmentation
- Always on Socializers: 24%
- Connected Conductors: 20%
- Pragmatic Introverts: 11%
- Savvy Empty Nesters: 9%
- Segment 5: 25%
- Segment 6: 11%
(n=450)