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

• Word of mouth, traditional media, social media, and financial institutions are the top resources used to learn about scams and how to avoid them.
  • Consumers in Q3 had a higher incidence of reporting usage for word of mouth, social media, and their financial institution (59%, 53%, and 49% respectively) than consumers in Q1.

• Most consumers feel confident in their ability to identify a scam (87%).

• More than half of consumers (58%) believe that a sense of realism is the top reason in which scams are successful.

• Significantly more consumers in Q3 reported being the victim of a “catfish” or were scammed on a dating app or website (10%), compared to consumers in Q1 (4%).

• Significantly more consumers in Q3 (41%) versus Q1 (21%) reported making, or knowing someone who made, a “catfish”/scam discovery on a dating app or website within days of the victim’s experience.
Consumers in Q3 are significantly more likely than those in Q1 to learn about trending scams through word of mouth, social media, and their financial institutions (59%, 53%, and 49%, respectively, for Q3) and (49%, 37%, and 37% respectively, for Q1).
SCAM AWARENESS OPINIONS

Most consumers (87%) feel confident in their ability to identify a scam. More than half of consumers (58%) believe that a sense of realism is the top reason in which scams are successful.

Confidence in Identifying Scams

I feel confident in my ability to spot a scam.

<table>
<thead>
<tr>
<th></th>
<th>Total (n=450)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>0%</td>
</tr>
<tr>
<td>Disagree</td>
<td>1%</td>
</tr>
<tr>
<td>Neutral</td>
<td>12%</td>
</tr>
<tr>
<td>Agree</td>
<td>51%</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>36%</td>
</tr>
</tbody>
</table>

Top Reason for Falling Victim to a Scam

<table>
<thead>
<tr>
<th>Reason</th>
<th>Total (n=450)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The scams seem realistic</td>
<td>58%</td>
</tr>
<tr>
<td>The scams trick victims into fear of financial penalty</td>
<td>29%</td>
</tr>
<tr>
<td>There is little to no awareness that the scams exist</td>
<td>10%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: Q2. Please rate your level of agreement with the following statement. I feel confident in my ability to spot a scam. | Q3. Which of the following do you think is the top reason that people fall victim to scams?
“CATFISH”/SCAM EXPERIENCES: ONLINE DATING APPS/WEBSITES

Online dating app/website membership is low (12%). Twenty-seven percent of consumers report having, or knowing someone who has had, a “catfish”/scam experience on a dating app or website. Of note, consumers in Q3 (10%) have a higher incidence of being “catfished”/scammed on a dating app or website than those in Q1 (4%).

Online Dating App/Website Membership

- Yes: 12%
- No: 88%

Total (n=450)

“Catfish” and Scam Experience

- Yes, I have been “catfished” or scammed on a dating app or website: 4% (Q1) vs. 10% (Q3)
- Yes, I know someone that has been “catfished” or scammed on a dating app or website: 15% (Q1) vs. 17% (Q3)
- I do not know, but it is possible: 15% (Q1) vs. 18% (Q3)
- No, I have not been, nor do I know of someone who has been “catfished” or scammed on a dating app or website: 67% (Q1) vs. 60% (Q3)

Source: Q4. Are you a member of an online dating app/website? | Q16/Q5. Have you or someone you know ever been “catfished” or scammed on a dating app/website?

▲ ▼ = higher/lower than Q1 2022 at 95% confidence level
**“CATFISH”/SCAM EXPERIENCES: FINANCIAL IMPACT AND TIMING**

Significantly more consumers in Q3 (41%) reported a “catfish”/scam discovery on a dating app or website within days of the experience, compared to those in Q1 (21%).

### "Catfish"/Scammer Asked for Money

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>70%</td>
<td>30%</td>
</tr>
</tbody>
</table>

### "Catfish"/Scam Discovery Timing

<table>
<thead>
<tr>
<th>Timing</th>
<th>Q1 2022, n=80</th>
<th>Q3 2022, n=103</th>
</tr>
</thead>
<tbody>
<tr>
<td>Within days</td>
<td>21%</td>
<td>41%</td>
</tr>
<tr>
<td>Within weeks</td>
<td>18%</td>
<td>15%</td>
</tr>
<tr>
<td>Within a month</td>
<td>15%</td>
<td>11%</td>
</tr>
<tr>
<td>Within a few months</td>
<td>24%</td>
<td>17%</td>
</tr>
<tr>
<td>Within a year</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>More than one year</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>I do not know</td>
<td>7%</td>
<td>10%</td>
</tr>
</tbody>
</table>

*Caution: Small base sizes of n<50

Source: Q6. Did the “catfish” or scammer try to convince you to send them money? | Q18/Q7. About how much time passed before the “catfish” or scam was discovered?

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EFFECTS OF “CATFISH”/SCAM EXPERIENCES

More than half (52%) of consumers admit that the prevalence of “catfish”/scams on a dating app or website has not made them more wary of dating online.

**Most Difficult Part of “Catfish”/Scam Experience on a Dating App or Website**

- Financial loss: 16%
- Emotional impact: 48%
- Sharing personal or private information: 27%
- Other: 9%

**Wariness of Dating Online Due to “Catfishing”/Scams on a Dating App or Website**

- Yes: 48%
- No: 52%

*Caution: Small base sizes of n<50*

Source: Q8. What was the most difficult part of your online dating “catfish” or scam experience? | Q9. Has the prevalence of being “catfished” or scammed made you feel more wary of dating online?
Appendix: Demographics
DEMOGRAPHIC PROFILE

Age
- Gen Z: 6%
- Millennial: 22%
- Gen X: 41%
- Boomer: 31%

Gender
- Male: 36%
- Female: 62%
- Non-Binary: 1%

Income
- Less than $50,000: 34%
- $50,000 to $74,999: 21%
- $75,000 to $99,999: 19%
- $100,000 to $149,999: 14%
- $150,000 or more: 12%

Education
- Graduate: 18%
- Bachelor’s: 36%
- Associate: 12%
- Some College: 23%
- High School: 10%

Employment
- Employed full-time: 51%
- Employed part-time: 13%
- Retired: 17%
- Disabled/Unable to work: 6%
- Full-time homemaker: 5%
- A full/part-time student: 3%
- Unemployed: 5%

Ethnicity
- White or Caucasian: 50%
- Black or African American: 19%
- Asian or Pacific Islander: 13%
- Hispanic: 10%
- Mixed Race: 4%
- Native American or...: 3%

Marital Status
- Married: 44%
- Single, never married: 29%
- Separated/divorced/widowed: 19%
- Domestic Partnership: 8%

Consumer Segmentation
- Always on Socializers: 18%
- Connected Conductors: 18%
- Pragmatic Introverts: 27%
- Savvy Empty Nesters: 16%
- Segment 5: 16%
- Segment 6: 18%

Regions
- Midwest: 22%
- Northeast: 18%
- Southeast: 16%
- Southwest: 16%
- West: 27%