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Aura/Ipsos Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)

Interview dates: January 27-30, 2023
Number of interviews: 1,000

Margin of error: +/- 3.1 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents

Annotated Questionnaire:

Q1. Have you used a dating app (e.g. Hinge, OkCupid, Tinder, Bumble, etc.)...?

	Total (N=1000)
In the past year	5%
In the past 5 years	5%
More than 5 years ago	11%
Never	79%
Refused	0%

Q2. [HAS USED A DATING APP] Have you ever suspected or experienced fraudulent behavior on dating apps?

	Used Dating App (N=207)	Used in past 5 years (N=102)	Used more than 5 years ago (N=105)
Yes, suspected fraudulent behavior	30%	35%	25%
Yes, confirmed fraudulent behavior	17%	17%	17%
No, have not experienced fraudulent behavior	53%	47%	58%
Refused	1%	1%	0%



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Q3. [HAS EXPERIENCED FRAUDULENT BEHAVIOR ON A DATING APP] How often do you suspect or experience fraudulent behavior on dating app platforms?

	Used Dating App (N=96)	Used in past 5 years (N=53)	Used more than 5 years ago (N=44)
Just once	22%	14%	32%
About once a year	1%	1%	0%
A few times a year	12%	11%	14%
Once a month	5%	4%	7%
A few times a month	21%	34%	5%
Once a week	8%	7%	9%
More than once a week	18%	17%	19%
Don't know	12%	12%	12%
Refused	1%	0%	2%

Q4. [HAS USED A DATING APP] While using a dating app, have you had any of the following experiences?

	Used Dating App (N=207)	Used in past 5 years (N=102)	Used more than 5 years ago (N=105)
Catfishing (i.e., fake online profiles)	36%	50%	24%
Someone asking me for money	26%	30%	22%
Phishing for my personal information	18%	18%	18%
Have been asked to invest in cryptocurrency	13%	20%	7%
Have been blackmailed or extorted using sensitive photos	4%	4%	3%
Have been sent money and asked to purchase gift cards, cryptocurrency, or foreign currency	8%	12%	5%
Other (Specify)	3%	1%	5%
None of these	51%	42%	60%

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Q5. [HAS EXPERIENCED FRAUDULENT BEHAVIOR ON A DATING APP] If you have experienced a scam, did you lose any money?

	Used Dating App (N=207)	Used in past 5 years (N=102)	Used more than 5 years ago (N=105)
Yes	13%	12%	15%
No	86%	88%	83%
Refused	1%	0%	1%

Q6. [HAS HAD A FINANCIAL LOSS DUE TO FRAUD ON A DATING APP] How much did you lose?

	Used Dating App (N=207)	Used in past 5 years (N=102)	Used more than 5 years ago (N=105)
Average (mean)	\$2,403	\$2,961	\$1,872



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About the Study

This Aura/Ipsos Poll was conducted January 27-30, 2023, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,000 general population adults age 18 or older.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, race/ethnicity by gender, race/ethnicity by age, and race/ethnicity by education. The demographic benchmarks came from the 2019 American Community Survey (ACS) except for the metropolitan status, which is not available from the 1-year ACS data, were obtained from the 2020 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45–59, and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other or 2+ Races Non-Hispanic, Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West) by Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Hispanic) by Gender (Male, Female)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Hispanic) by Age (18-44, 45+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Hispanic) by Education (Some College or less, Bachelor and beyond)

The margin of sampling error is plus or minus 3.1 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.14. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.



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About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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