

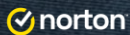


2024 Norton Cyber Safety Insight Report

Global Results: Online Dating

April 2024

Norton is part of Gen – a global company with a family of consumer brands.



Copyright © 2024 Gen Digital Inc. All rights reserved.

Survey Method

ONLINE SURVEY

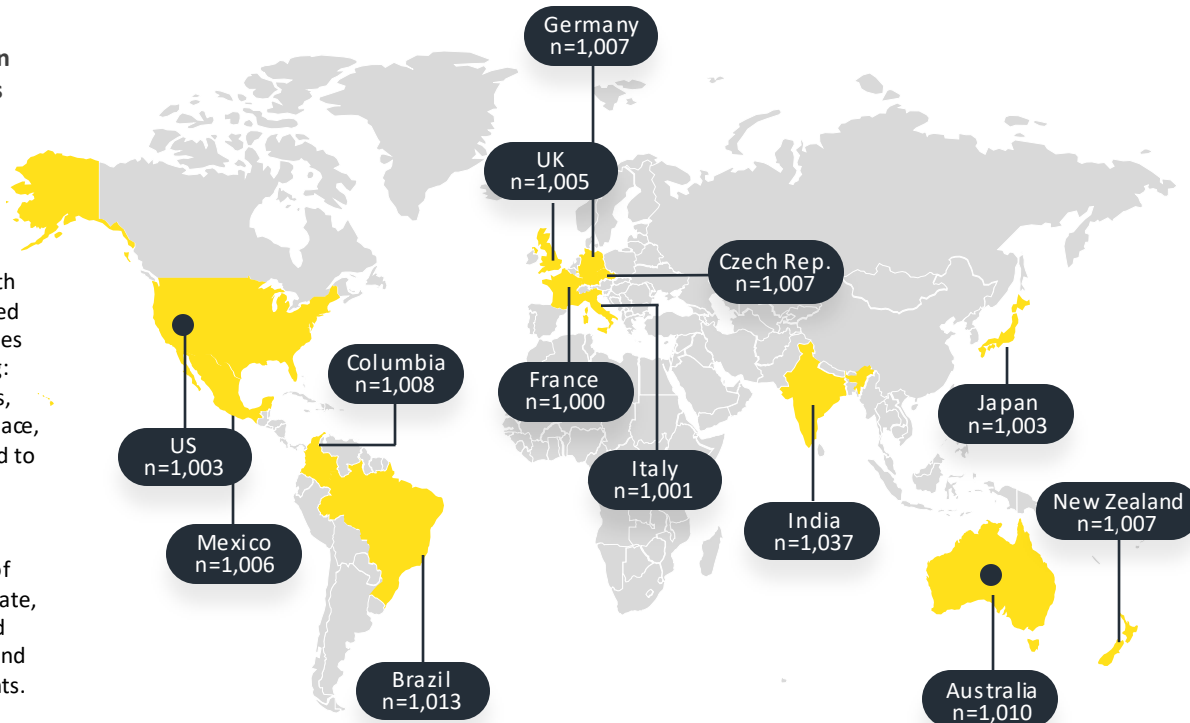
13,107 ADULTS

13 COUNTRIES

The study was conducted online within 13 countries worldwide (USA, UK, Australia, Brazil, Colombia, the Czech Republic, France, Germany, India, Italy, Japan, Mexico, and New Zealand) by Dynata on behalf of Gen from March 6 to March 24, 2023 among 13,107 adults ages 18 and older, with a minimum of 1,000 respondents per country. Data are weighted where necessary by age, gender, and region, to be nationally representative.

Data are weighted where necessary to bring them in line with their actual proportions in the population; India was weighted to the population of those who are online. Weighted variables varied by country and included one or more of the following: age, gender, race/ethnicity, region, education, marital status, internet usage, household size, household income, size of place, and propensity to be online. A global postweight was applied to ensure equal weight of each country in the global total.

All sample surveys and polls, whether or not they use probability sampling, are subject to other multiple sources of error which are most often not possible to quantify or estimate, including, but not limited to coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.



A young man and woman are smiling and embracing each other outdoors. The man is in the foreground, wearing sunglasses and a striped shirt. The woman is behind him, also wearing sunglasses and a brown jacket, with her arms around his shoulders. They are both looking towards the right of the frame. The background is a bright, sunny outdoor setting with a dirt path and some greenery.

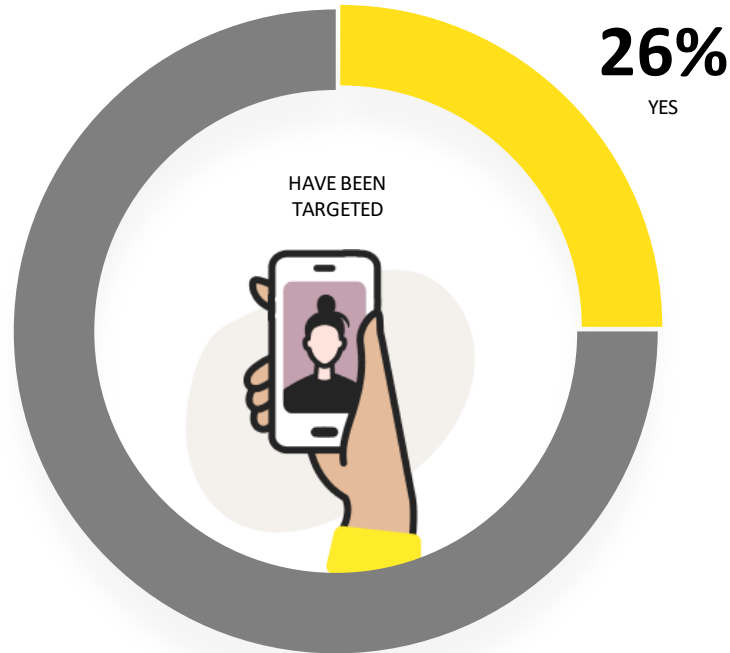
Online Dating

Consumers are increasingly looking toward AI tools and apps to help navigate the online dating world. Despite almost half of people reporting romance scams and instances of catfishing, consumers are looking toward AI as a convenient tool to guide them through online dating this summer.

One in Four Report That They Have Been Targeted by a Dating Scam

Have Been Targeted
By A Dating Scam
(Global Total)

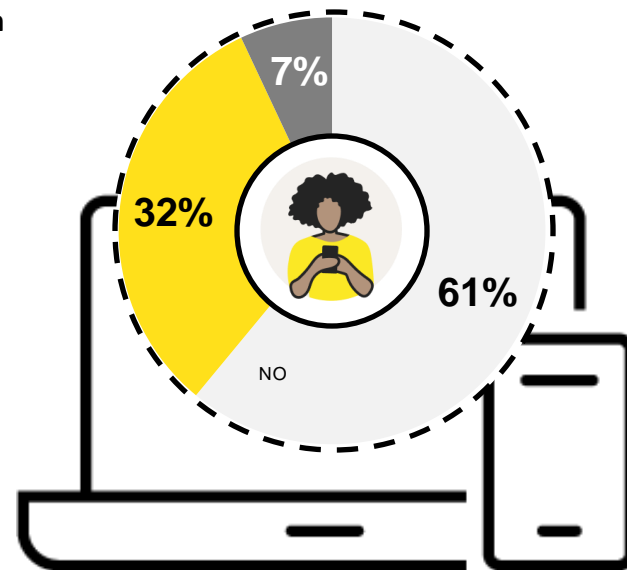
74%
NO/DON'T
KNOW



Almost a Third of Consumers Admit to Being Catfished by Someone They Met on a Dating App or Website

Experience with Catfishing (Global Total)

32%
YES



“I don't know if I was catfished by someone on a dating app”

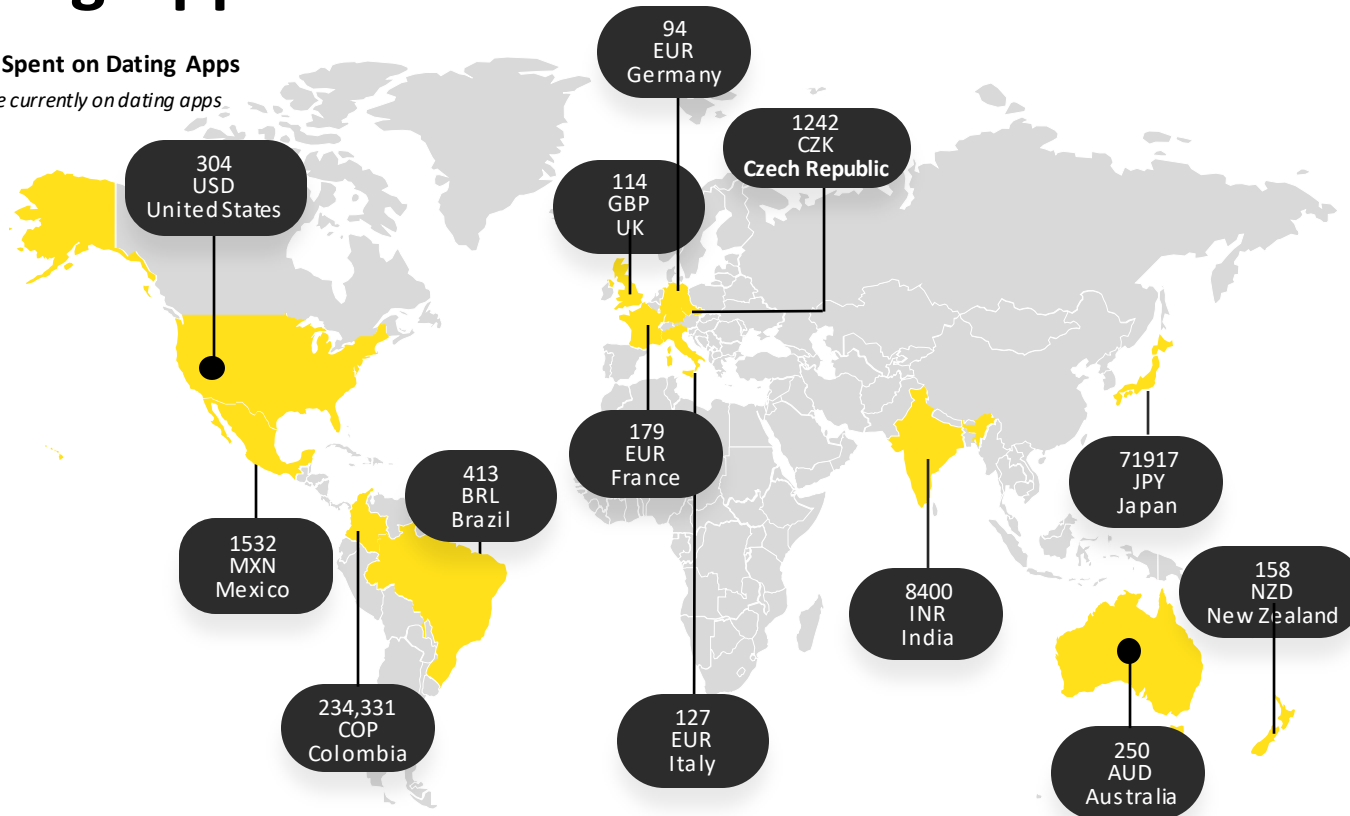


BASED ON RESPONDENTS WHO HAVE USED AN ONLINE DATING APP OR SERVICE

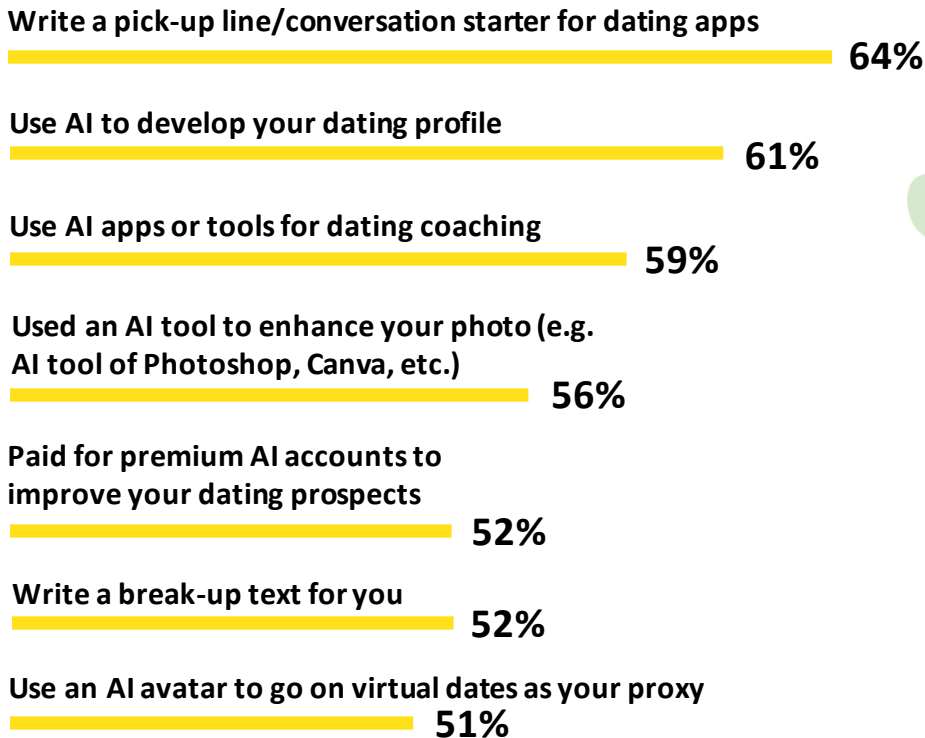
People are Opening Their Wallets to Spend on Dating Apps

Average Amount Spent on Dating Apps

Among those who are currently on dating apps



Current Online Daters are Considering Using AI to Support Their Dating Life



% Very/Somewhat Likely

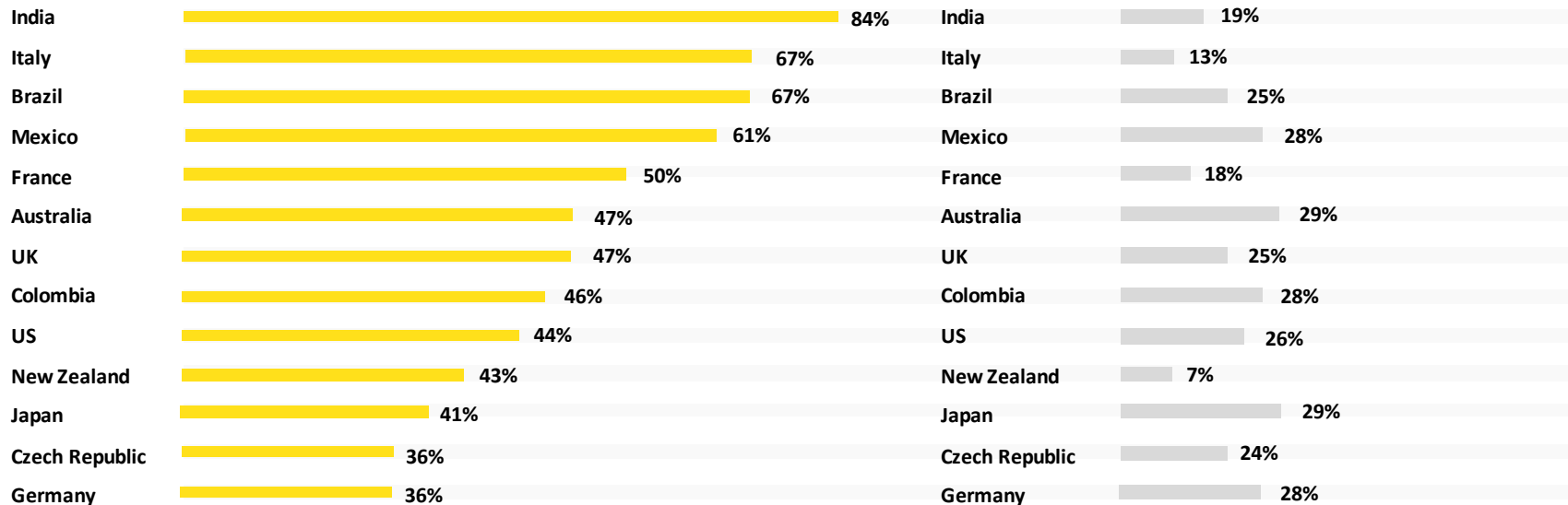
Consumer Perception on Safety Using Dating Apps Varies Geographically



Safety with Tinder* (By Country)

Very/somewhat safe

Not at all safe/Not very safe

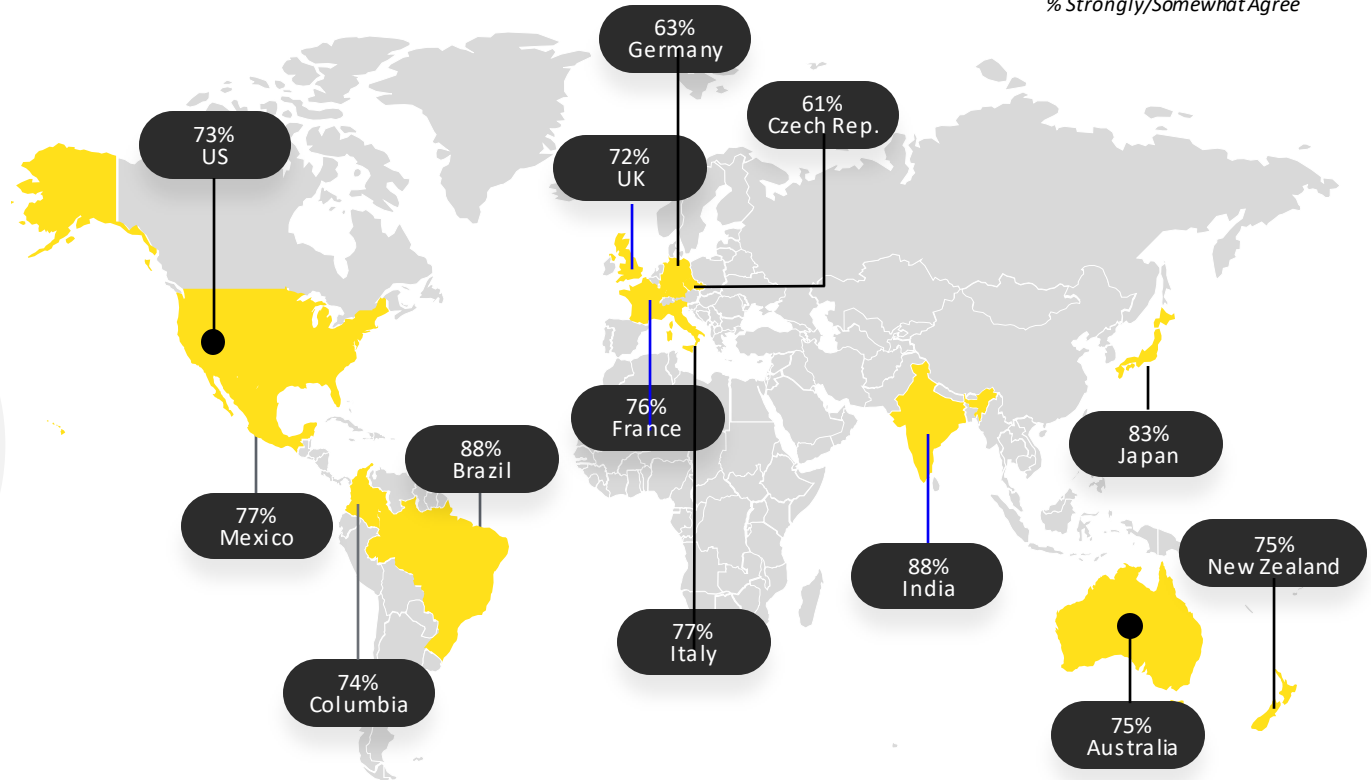
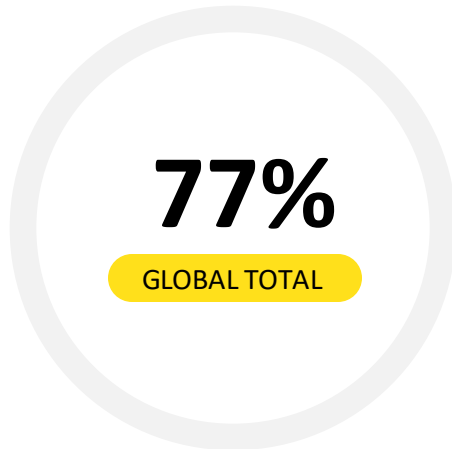


77% of Consumers Who Use Dating Apps Use Them While Traveling



Tendency to Use Dating Apps While Traveling

% Strongly/Somewhat Agree



How to Spot Online Dating Scams

1. **Ask for a recent photo** to help verify the identity of the person that you're talking to. If they protest or make excuses as to why they can't provide a photo, it is best to err on the side of caution.
2. **If they continually put off meeting in real life** and you've been chatting up a potential sweetheart for a while, this could be a red flag.
3. **Don't visit links sent to you by people you haven't talked to for very long.** Scammers will pose as a member and try to get their target to click on links, usually leading to porn or webcam sites, and sometimes can even lead to malicious sites that download malware onto your computer. Norton Genie, a free AI-powered scam detection app, can help detect any malicious links in messages that scammers send.
4. **If someone requests a webcam chat, be especially careful about your behavior.** The criminal can record the webcam session and they can use it to blackmail you. If the conversation you're having starts to take an uncomfortable turn, it's okay to disconnect the chat.
5. **If you notice that the conversation you're having seems a bit off, or the person isn't answering your questions directly, chances are it's a bot.** Scammers create fake profiles that are run by programs called bots. Their objective is to get you to click on a link that will lead to either porn, malware or scam you out of credit card information. It's actually quite easy to spot a bot, as they have a set of predetermined "canned" responses.



Norton.com

Norton is part of Gen – a global company with a family of consumer brands.

