

Flirting with AI and Fraud: Aura's 2025 Report

Who is on dating apps?

- **47%** of Americans have used dating apps
- **53%** of Americans have never used dating apps
- **15%** of Americans currently use dating apps
- **10%** of women currently use dating apps
- **21%** of men currently use dating apps



Where are matches chatting?

Among those who have ever used dating apps:

Always chat on the app, never outside the app:

- **22%** of dating app users
- **25%** of women
- **20%** of men

Always/Mostly outside the app:

- **24%** of dating app users
- **24%** of women
- **24%** of men

Mostly outside the app, but occasionally chat on the app:

- **18%** of dating app users
- **18%** of women
- **18%** of men

Always/ mostly on the app:

- **76%** of dating app users
- **76%** of women
- **76%** of men

Mostly chat on the app, but occasionally outside the app:

- **54%** of dating app users
- **51%** of women
- **56%** of men

Never chat on the app, always outside the app:

- **6%** of dating app users
- **7%** of women
- **6%** of men

Suspicious are high....

Among those who have ever used dating apps:

- **87% have suspected** that someone they were talking to on a dating app **wasn't a real person**
- **Only 13% haven't suspected** someone they were talking to on a dating app **wasn't a real person**
- **50%** are concerned about their private information being exposed or misused when using dating apps
- **Only 6%** are **not worried about anything** when using dating apps
- **Majorities across various age groups have suspected** that someone they were talking to on a dating app **wasn't a real person**
 - 18-34: **90%**
 - 35-44: **87%**
 - 45-54: **88%**
 - 55-64: **84%**

Are they the real deal?

Among those who have ever used dating apps, the following made them suspect that someone they were talking to on a dating app wasn't a real person (e.g., a bot, scammer):

Their grammar or language didn't match their reported background:

- **45%** of dating app users
- **43%** of women
- **45%** of men

They asked me for money:

- **41%** of dating app users
- **35%** of women
- **46%** of men

Recognized their profile photo (e.g., someone I knew, a photo from another site like Google):

- **34%** of dating app users
- **34%** of women
- **34%** of men

They refused to meet in person/do a video call:

- **42%** of dating app users
- **39%** of women
- **44%** of men

They tried to move the conversation off of the app quickly:

- **36%** of dating app users
- **34%** of women
- **37%** of men

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Scam Alert!

When asked about Pig Butchering scams...

- **76% of Americans have never heard of it**
- **Men are 2x as likely to be familiar** with pig butchering scams than women (18% vs 9%)
- **81% of women have never** heard of pig butchering scams **70% of men**
- Unfamiliarity **grows** with age...
 - Never heard of it/just know the name:
 - 18-34: **79%**
 - 35-44: **78%**
 - 45-54: **90%**
 - 55-64: **92%**
 - 65+: **96%**

When asked if they were ever Catfished on a dating app...

(believed they were talking to someone genuine who is actually using a fake identity)

- **43%** of dating app users admit they **have been** catfished, along with:
 - **48%** of men
 - **37%** of women
- **65%** of dating app users are **worried about being catfished**
- **Men and women dating app users are almost equally as worried** about being catfished (**65% & 64%**)
- But... **more men than women** dating app users **have been catfished (48% vs. 37%)**

A.I. Love You?

When asked how worried dating app users are that AI tools e.g., chatbots, deepfakes) are being used to create fake profiles or manipulate conversations on dating apps...

- **76% are worried** that **AI tools are being used** to create fake profiles or manipulate conversations on dating apps
- **Women** are slightly **more concerned**, with **78%** worried compared to **74% of men**
- **Only 8%** aren't at all worried
- Majorities across various age groups are worried:
 - 18-34: **75%**
 - 35-44: **72%**
 - 45-54: **83%**
 - 55-64: **75%**

Red Flags, Regrets, and Risky Romance

Among those who have ever used dating apps:

- **78% have shared something on a dating app that they later regret**
 - **76% of women** have regrets
 - **79% of men** have regrets
- **Dating app users have regrets about sharing the following:**
 - Personal identifying information (e.g., phone number, email address, specific location, or workplace/employer details): **32%**
 - Social media handles or profiles: **31%**
 - Relationship history or deeply personal experiences: **30%**
 - Explicit photos or messages: **25%**
 - Personal details about family or friends: **22%**
 - Photos revealing sensitive or private information: **20%**
 - Travel plans or future whereabouts: **15%**
 - Financial information (e.g., bank details, credit card info): **14%**
 - Login credentials for other accounts: **9%**
- **83% are confident they could** identify if someone they were talking to on a dating app was a scammer
 - **81%** of women are confident
 - **84%** of men are confident
 - Only **4%** of dating app users are not at all confident
- **59%** are worried about meeting someone unsafe
- **More women are worried about meeting someone unsafe**, with **71% of women** worried and **48% of men**

Online Dating Safety Tips

1. Protect Your Personal Information

Be cautious about sharing personal, financial, or sensitive details with someone you've just met online. Scammers excel at creating a false sense of security, but once they get what they need, they will disappear.

2. Never Send Money to Someone You Haven't Met in Person

Scammers often fabricate emergencies—such as a sick relative or financial trouble—to manipulate victims into sending money. No matter how convincing their story seems, never send money or gifts to someone you haven't verified in real life.

3. Secure Your Accounts and Identity

Protecting your personal and financial information is crucial. A service like Aura can help safeguard you from identity theft, financial fraud, and filter out scam texts and phone calls before they reach you. By staying protected, you reduce the risk of falling victim to scams and ensure a safer online dating experience.

This survey was conducted online within the United States by The Harris Poll on behalf of Aura from January 28 - 30, 2025 among 2,086 adults ages 18 and older, among whom 1013 have ever used dating apps. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within +/- 2.5 percentage points using a 95% confidence level.