# 2025 Norton Cyber Safety Insight Report

Global Results: Online Dating

February 2025

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

Survey Method

The study was conducted online in 12 countries worldwide (USA, UK, Australia, Brazil, the Czech Republic, France, Germany, Hong Kong, Italy, Japan, Mexico and New Zealand) by Dynata on behalf of Gen from December 5th to December 31st among 12,024 adults ages 18 and older. Data are weighted where necessary by age, gender, and region, to be nationally representative.
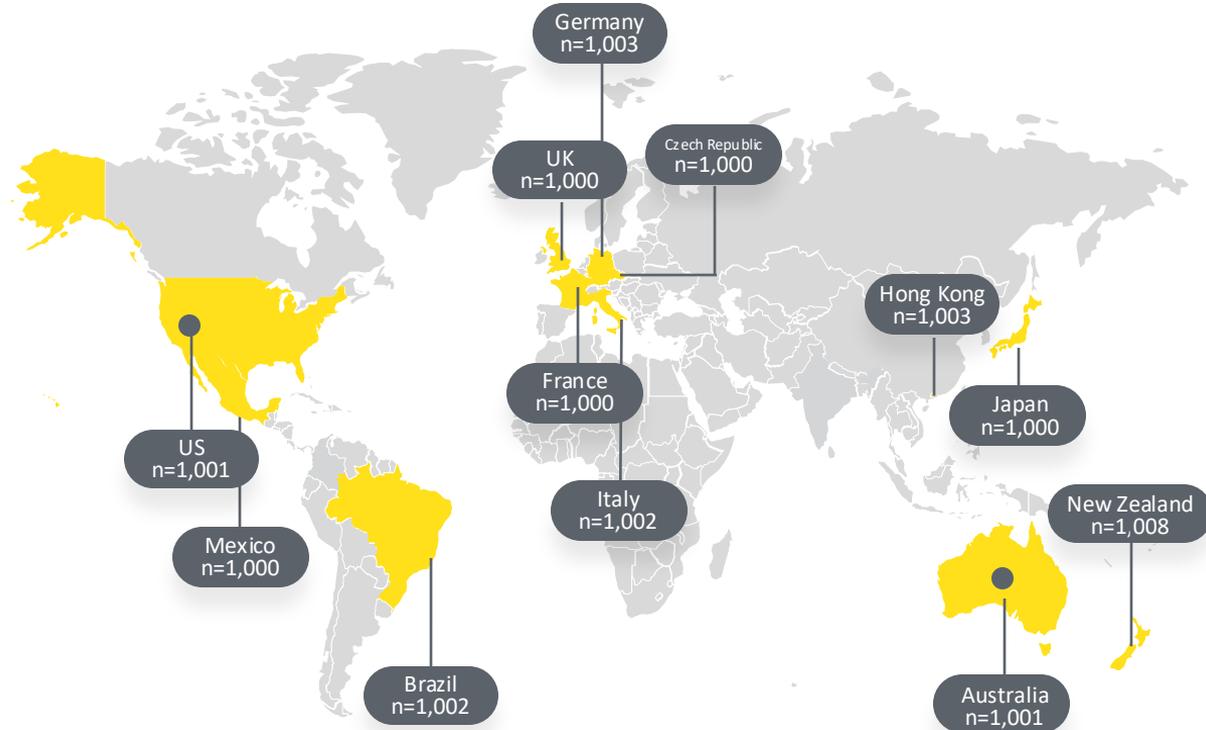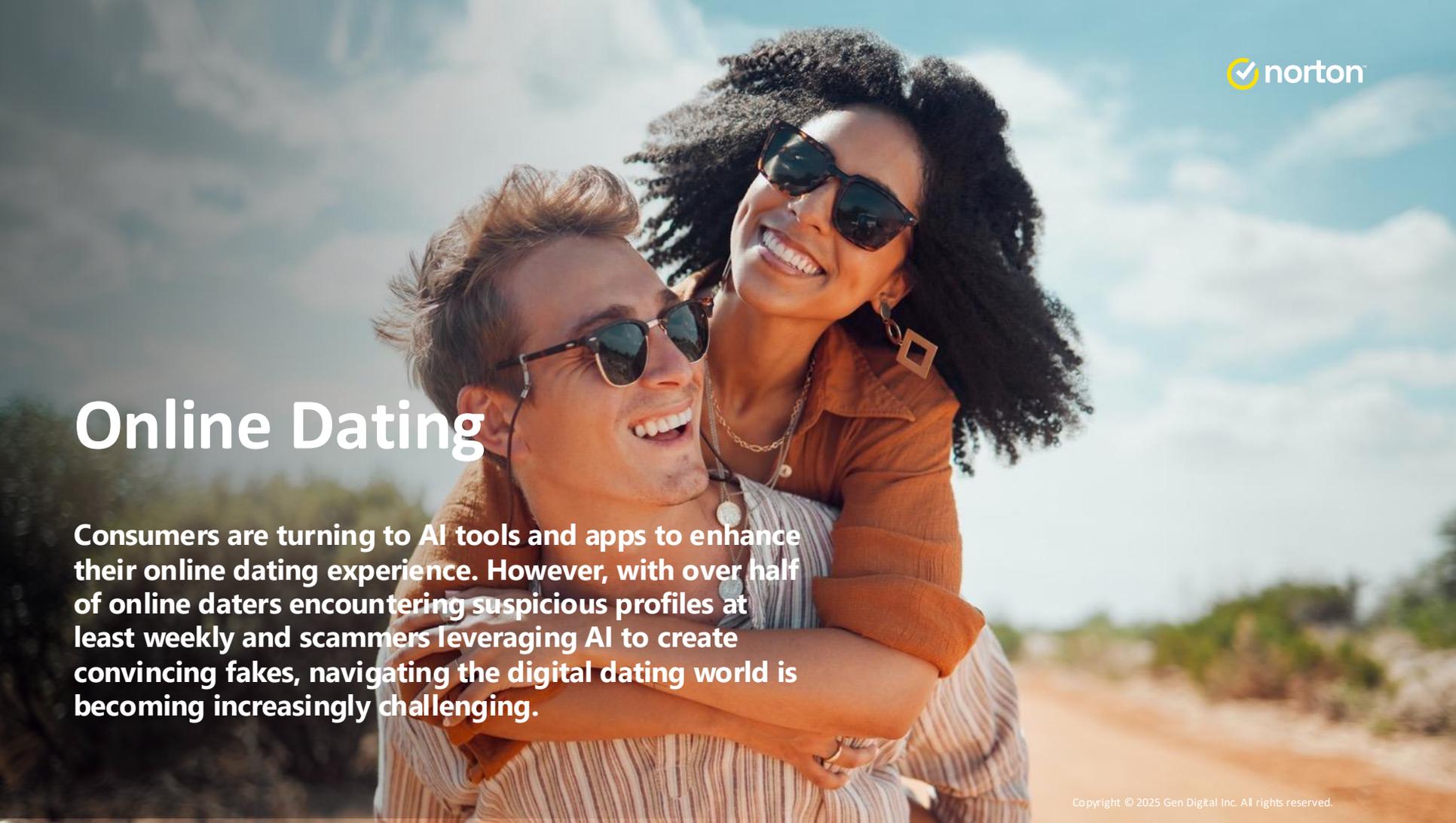
ONLINE SURVEY   **12,024 ADULTS**   **12 COUNTRIES**

Germany
n=1,003

UK
n=1,000

Czech Republic
n=1,000

Hong Kong
n=1,003

France
n=1,000

Japan
n=1,000

US
n=1,001

Mexico
n=1,000

Italy
n=1,002

New Zealand
n=1,008

Brazil
n=1,002

Australia
n=1,001

Online Dating

Consumers are turning to AI tools and apps to enhance their online dating experience. However, with over half of online daters encountering suspicious profiles at least weekly and scammers leveraging AI to create convincing fakes, navigating the digital dating world is becoming increasingly challenging.

Nearly Half of All Consumers Have Used an Online Dating App or Service

**Online Dating Behaviors**
Among all respondents

48%
ONLINE DATING APP USAGE

52% · 22% · 25%

Global Total

42% (USA) — 58% · 25% · 17%

55% (Mexico) — 45% · 21% · 34%

47% (UK) — 53% · 25% · 22%

46% (Germany) — 54% · 23% · 24%

53% (Czech) — 47% · 33% · 19%

40% (France) — 60% · 17% · 22%

46% (Italy) — 54% · 22% · 24%

67% (Hong Kong) — 33% · 13% · 54%

26% (Japan) — 74% · 11% · 15%

63% (Brazil) — 37% · 26% · 37%

45% (Australia) — 55% · 25% · 20%

42% (New Zealand) — 58% · 26% · 16%

○ Have ever used an online dating app or service but not currently using it

● Currently using an online dating app or service

● Have not used an online dating app or service

Gen

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

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"*As AI becomes more ingrained in how people interact and present themselves online, it's critical to recognize both its benefits and the ways it can be manipulated by bad actors. This rise in scams underscores the need for caution. Common red flags include people who avoid video or phone calls, profiles with inconsistencies between their bio and messages or attempts to rush emotional connection or push for personal details too quickly.*"

Leyla Bilge, Director of Scam Research.
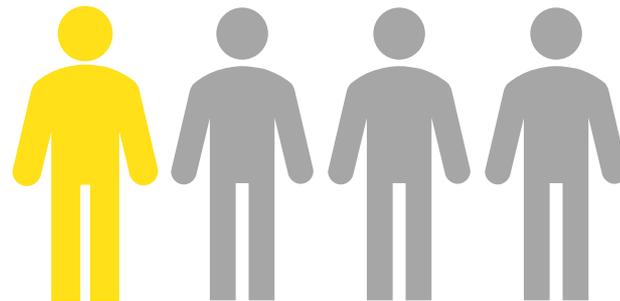
Have Been Targeted By A Dating Scam
(Global Total)

Dating scam attacks blocked in the US in the last year, compared to the year prior

64%

Most Common Types of Dating Scams

Romance Scams

37%

Catfishing

37%

Photo Scams

23%

Fake Dating Sites

19%

Sugar Daddy/Sugar Baby Scams

19%

Sextortion Scams

17%

Fake Illness or Medical Scams

15%
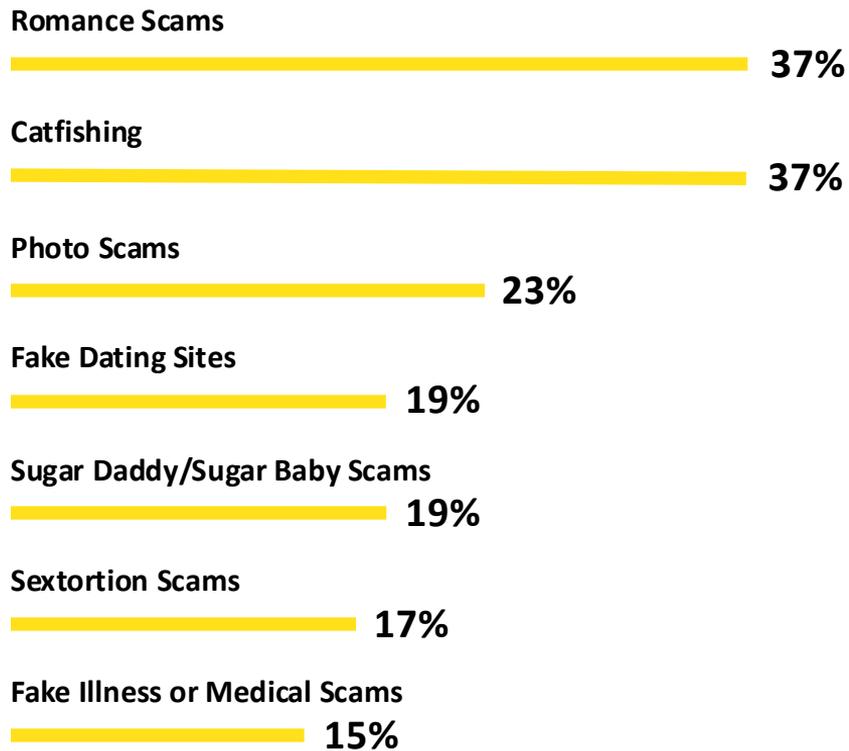
Most Common Types of Dating Scams That
Online Daters Were Victims Of

We showed online daters two photos—one real and one AI-generated—and less than half could tell which was fake

Identified the real person (Global Total)



No

53%

Yes

47%

Perception of Safety Among Dating App Users Varies Geographically

Perceived Safety of Tinder* (By Country)

Very/somewhat safe

Country	%
UK	45%
New Zealand	35%
Mexico	55%
Japan	31%
Italy	58%
Hong Kong	39%
France	50%
Germany	44%
Czech Republic	44%
Brazil	68%
Australia	45%
US	42%
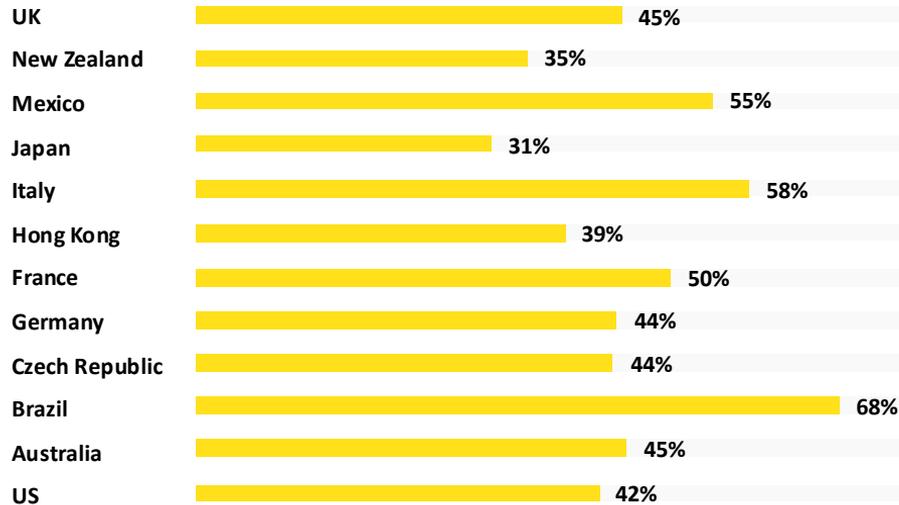
Not at all safe/Not very safe

Country	%
UK	27%
New Zealand	30%
Mexico	17%
Japan	37%
Italy	16%
Hong Kong	23%
France	27%
Germany	28%
Czech Republic	22%
Brazil	15%
Australia	30%
US	29%
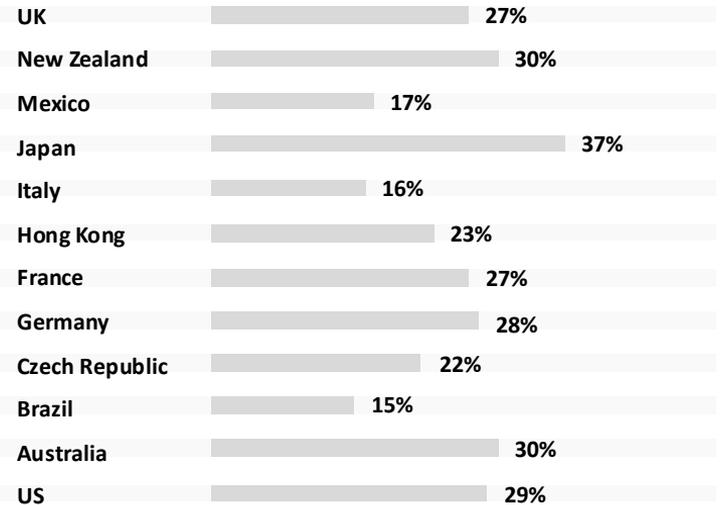
Online Daters are Considering Using AI in their love life

Write a pick-up line/conversation starter for dating apps

56%

Use AI to develop your dating profile

54%

Use AI apps or tools for dating coaching

53%

Used an AI tool to enhance your photo (e.g. AI tool of Photoshop, Canva, etc.)

50%

Used AI to practice flirting

50%

**Write a break-up text for you**

49%

Paid for premium AI accounts to improve your dating prospects

45%
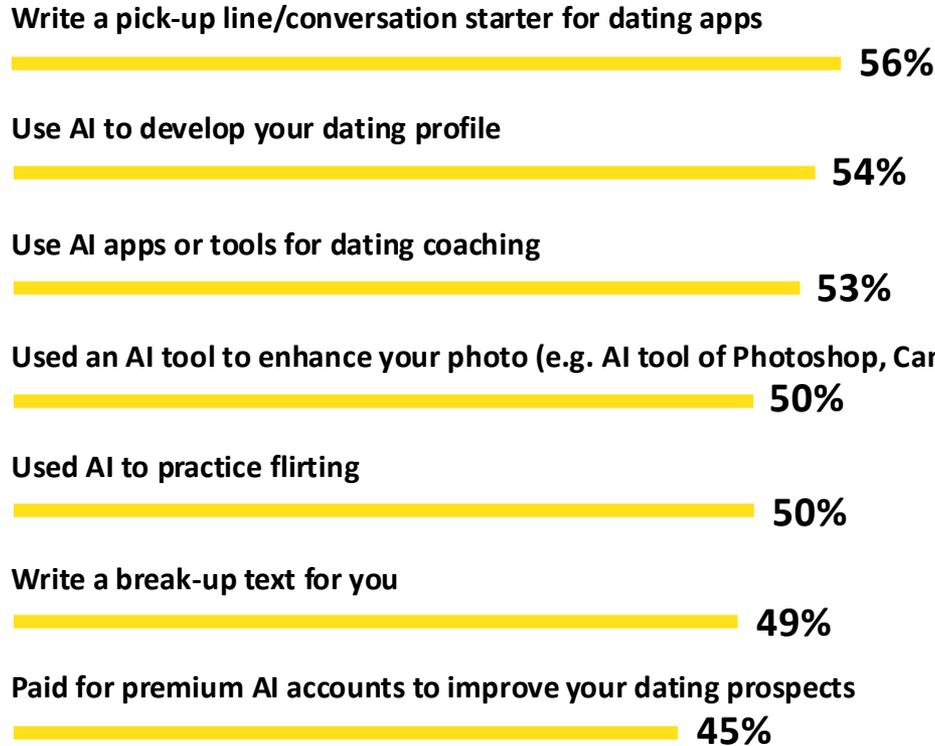
% Very/Somewhat Likely

# 24% of Consumers Admit Loneliness Leads Them to Make Risky Decisions When Online Dating

24%
GLOBAL TOTAL

20% US
20% Mexico
31% Brazil
16% Germany
16% Czech Rep.
23% UK
19% France
22% Italy
38% Hong Kong
37% Japan
18% New Zealand
24% Australia
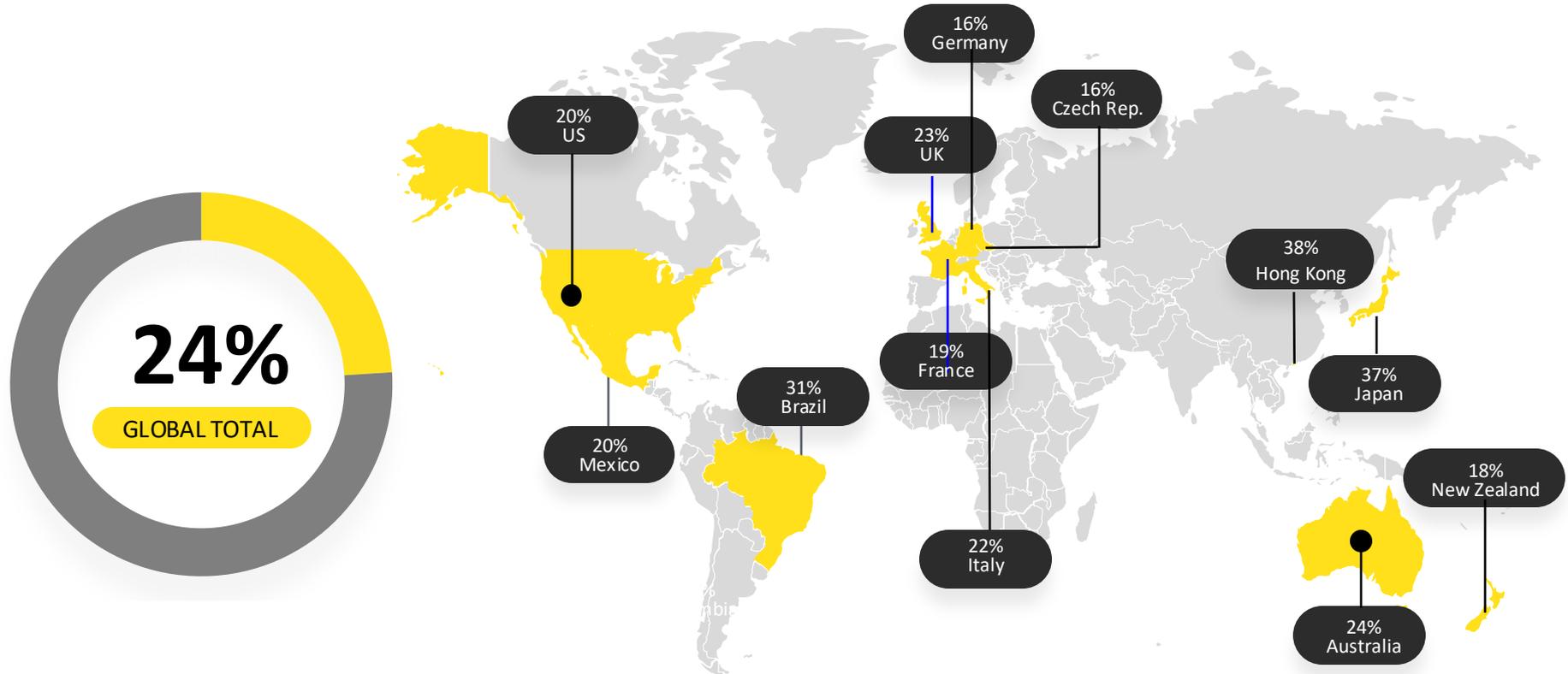
Respondents Say Social Media & Dateing Sites Contribute to Loneliness

Social Media Apps Contribute to Loneliness

Hong Kong	36%
United Kingdom	30%
Australia	30%
Brazil	29%
United States	27%
France	26%
New Zealand	26%
Mexico	21%
Germany	21%
Italy	19%
Czech Republic	18%
Japan	16%
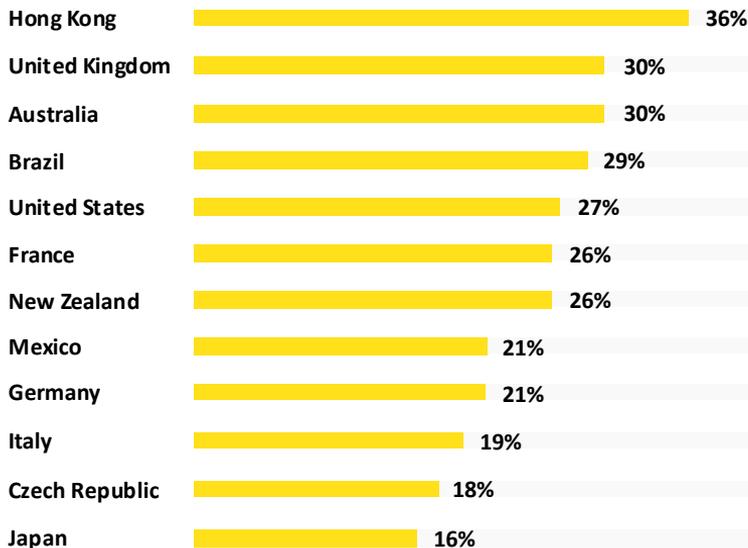
Dating Apps Contribute to Loneliness

Hong Kong	33%
United Kingdom	16%
Australia	21%
Brazil	23%
United States	16%
France	18%
New Zealand	14%
Mexico	14%
Germany	17%
Italy	16%
Czech Republic	11%
Japan	12%
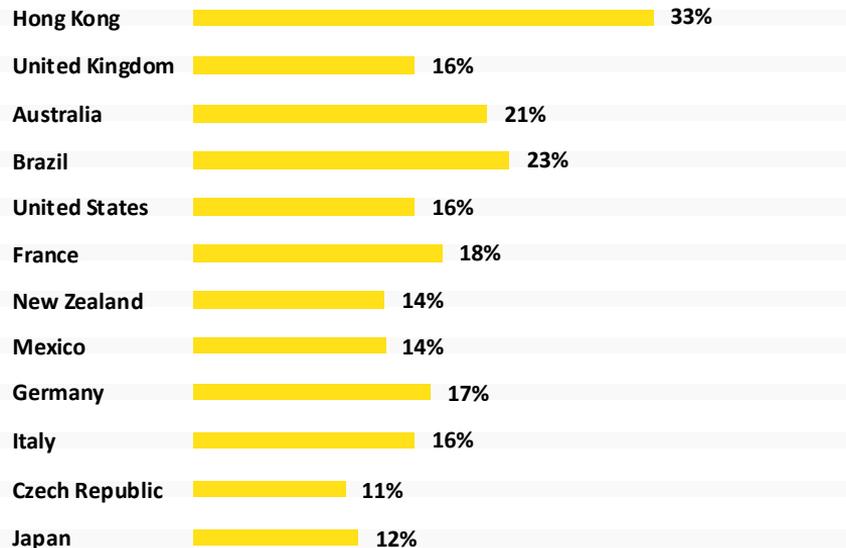
Tips to Avoid Online Dating Scams

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, it is best to err on the side of caution. If an image looks like a stock image or picture of a model, you can use a reverse image search tool to see if the image has been taken from someone else.

2. **If they continually put off meeting in real life** and you've been chatting 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 explicit content or webcam sites, and sometimes can even lead to malicious sites that download malware onto your devices. 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, disconnect the chat.

5. **If you notice 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 explicit websites, 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.

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