

Aura Online Scams and Mental Health Impact Survey: Summary

Conducted by Ipsos using KnowledgePanel®

October 2022

Annotated Questionnaire

A survey of the American general population (ages 18+)

- Interview dates: August 12- August 15, 2022
- Number of interviews: 1,141
- 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

NOTE: Complete data tables available upon request

1. Thinking about scams, how often do you feel you are targeted by scammers?

	Total (N=1141)
Never	4%
Rarely (once a year)	11%
Sometimes (a few times a year)	23%
Frequently (once a month)	17%
All the time (once a week)	39%
Don't know	5%
Refused	1%

2. How do you feel after you have been targeted by a scammer?

Base: Have felt targeted by scammers rarely, sometimes, frequently, or all the time

	Total (N=1040)
Anxious	10%
Annoyed	81%
Confused	5%

Confident	9%
Scared	4%
Worried	16%
Vulnerable	15%
Other	7%
Refused	*

3. Have you ever done any of the following...?

Summary Yes

	Total (N=1147)
Shared your Social Security Number with someone and later found out/suspected it was a scam	2%
Sent money / gift cards for a service and later found out/suspected it was a scam	6%
Clicked a phishing link you received via text message	18%
Entered your email and password on a site you initially thought was legitimate and later found out/suspected it was a scam	17%
Given/entered your social media login information somewhere you initially thought was legitimate and later found out/suspected it was a scam	8%
Fallen for a social media dating or romance scam	3%
Given personal information to someone over the phone and later found out/suspected it was a scam	6%
Had a dependent in your family (e.g. child under your care) fall for a scam	9%
Net (Any)	39%

Shared your Social Security Number with someone and later found out/suspected it was a scam

	Total
Yes	2%
No	98%
Skipped	1%

Sent money / gift cards for a service and later found out/suspected it was a scam

	Total
Yes	6%
No	94%
Skipped	1%

Clicked a phishing link you received via text message

	Total
Yes	18%
No	81%
Skipped	1%

Entered your email and password on a site you initially thought was legitimate and later found out/suspected it was a scam

	Total
Yes	17%
No	82%
Skipped	1%

Given/entered your social media login information somewhere you initially thought was legitimate and later found out/suspected it was a scam

	Total
Yes	8%
No	92%
Skipped	1%

Fallen for a social media dating or romance scam

	Total
Yes	3%
No	97%
Skipped	1%

Given personal information to someone over the phone and later found out/suspected it was a scam

	Total
Yes	6%
No	93%

Skipped	1%
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Had a dependent in your family (e.g. child under your care) fall for a scam

	Total
Yes	9%
No	90%
Skipped	1%

4. How would you rate your level of anxiety or stress in the months after the scamming incident?

Base: If yes was chosen for any of Q3

	Total
No anxiety or stress	15%
Low anxiety or stress	30%
Moderate anxiety or stress	29%
High anxiety or stress	18%
Extremely high anxiety or stress	7%
Skipped	1%

5. To what extent do you agree or disagree with the following statement?

Base: If yes was chosen for any of Q3

After the scamming incident, my productivity at work was reduced

	Total (N=449)
Strongly Agree	3%
Agree	12%
Disagree	33%
Strongly Disagree	38%
Don't Know	13%
Refused	1%
<i>Agree (Net)</i>	15%
<i>Disagree (Net)</i>	71%

After the scamming incident, I struggled to focus during my day

	Total
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	(N=449)
Strongly Agree	3%
Agree	20%
Disagree	32%
Strongly Disagree	35%
Don't Know	9%
Refused	1%
<i>Agree (Net)</i>	23%
<i>Disagree (Net)</i>	67%

The scam affected my financials, thereby increasing the budget strain

	Total (N=494)
Strongly Agree	4%
Agree	16%
Disagree	35%
Strongly Disagree	37%
Don't Know	8%
Refused	1%
<i>Agree (Net)</i>	20%
<i>Disagree (Net)</i>	72%

After the scamming incident, I experienced increased strain in my relationships

	Total (N=449)
Strongly Agree	3%
Agree	9%
Disagree	37%
Strongly Disagree	43%
Don't Know	8%
Refused	1%
<i>Agree (Net)</i>	12%
<i>Disagree (Net)</i>	80%

After the scamming incident, I worried my children would also experience scams

	Total (N=449)
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Strongly Agree	7%
Agree	28%
Disagree	22%
Strongly Disagree	27%
Don't Know	15%
Refused	1%
<i>Agree (Net)</i>	35%
<i>Disagree (Net)</i>	49%

About the Study

This Aura/Ipsos Poll was conducted August 12-15, 2022, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,141 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.

About Aura

Aura, the leader in intelligent safety solutions, provides all-in-one digital protection for consumers. We understand that the online safety needs of each individual are unique and require a personalized solution. By bringing together security, privacy and parental controls on an intelligent platform, Aura makes adaptive and proactive digital safety accessible to everyone. Visit www.aura.com.

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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