

**2025 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 168 APRIL 2025
INTERNET TOPLINE
APRIL 14-20, 2025
TOTAL N=9,397**

Note: All numbers are percentages unless otherwise noted. Percentages less than 0.5% are replaced by an asterisk (*). Rows/columns may not total 100% due to rounding. The questions presented below are part of a larger survey conducted on the American Trends Panel.

"No answer" includes web respondents who do not answer the question as well as telephone respondents who refuse to answer or who say they don't know how to answer. In cases where "not sure" was offered as an explicit option to web and telephone respondents, the "no answer" category includes only web skips and telephone refusals.

This survey was conducted primarily online, with some interviews conducted by live telephone. This topline shows the programming language for online administration. For details on how questions were slightly modified for phone administration, visit the questionnaire.

PN = Programming note

	Sample size	Margin of error at 95% confidence level
U.S. adults	9,397	+/- 1.3 percentage points

SNSUSE

ASK ALL:

Do you ever use social media sites like Facebook, X (formerly Twitter), or Instagram?

Apr 14-20, 2025

80	Yes, I use social media sites
20	No, I do not use social media sites
*	No answer

ONLTSK
ASK ALL:
[PN: RANDOMIZE ITEMS]

Do you ever do each of the following?

	<u>Yes, I do</u>	<u>No, I do not</u>	<u>No answer</u>
a. Buy things online			
Apr 14-20, 2025	92	8	*
May 15-21, 2023	92	8	*
b. Use online banking sites or apps			
Apr 14-20, 2025	85	15	*
May 15-21, 2023	84	15	1
c. Send or receive emails			
Apr 14-20, 2025	95	5	*
d. Send or receive text messages			
Apr 14-20, 2025	96	4	*

DISPLAY TO ALL:

Online scams and attacks happen when technology is used to trick, harm or steal money or personal information. This can happen in various ways, like through emails, texts, phone calls, websites or software.

OSCAM_AWARE
ASK ALL:

How much have you heard about online scams and attacks?

Apr 14-20, 2025

72	A lot
26	A little
2	Nothing at all
*	No answer

OSCAM_PROB
ASK ALL:

How much of a problem do you think online scams and attacks are for people in the United States?

Apr 14-20, 2025

79	Major problem
19	Minor problem
1	Not a problem
*	No answer

OSCAM_PLAT**ASK ALL:****[PN: RANDOMIZE ITEMS]**

How much of a problem do you think online scams and attacks are on each of the following?

	<u>Major problem</u>	<u>Minor problem</u>	<u>Not a problem</u>	<u>Not sure</u>	<u>No answer</u>
a. Text messages and phone calls Apr 14-20, 2025	68	24	2	5	*
b. Emails Apr 14-20, 2025	65	27	2	6	*
c. Social media sites or apps Apr 14-20, 2025	62	25	2	11	*
d. Shopping sites or apps Apr 14-20, 2025	50	35	3	12	*
ASK IF FORM 1 (X_FORM=1) [N=4,697]:					
e. Banking sites or apps Apr 14-20, 2025	46	33	6	13	1
ASK IF FORM 1 (X_FORM=1) [N=4,697]:					
f. Payment sites or apps, such as Venmo, PayPal or Cash App Apr 14-20, 2025	48	30	4	17	*
ASK IF FORM 2 (X_FORM=2) [N=4,700]:					
g. Cryptocurrency sites or apps Apr 14-20, 2025	41	16	2	40	*
ASK IF FORM 2 (X_FORM=2) [N=4,700]:					
h. Dating sites or apps Apr 14-20, 2025	39	21	2	37	1

OSCAM_KNOW**ASK ALL:****[PN: ROTATE RESPONSE OPTIONS 1-5/5-1]**

How much would you say you know about how to avoid falling for an online scam or attack?

Apr 14-20, 2025

26	A great deal
45	A fair amount
19	Some
8	A little
2	Nothing at all
*	No answer

OSCAM_VULN**ASK ALL:**

[PN: RANDOMIZE ITEMS; ROTATE RESPONSE OPTIONS 1-5/5-1 BASED ON ROTATION_GEN]

How likely do you think it is that each of the following would fall victim to an online scam or attack?

	Extremely <u>likely</u>	Very <u>likely</u>	Somewhat <u>likely</u>	Not too <u>likely</u>	Not at all <u>likely</u>	No <u>answer</u>
ASK IF FORM 1						
(X_FORM=1) [N=4,697]:						
a. Adults ages 30 and under Apr 14-20, 2025	5	16	48	28	3	*
ASK IF FORM 1						
(X_FORM=1) [N=4,697]:						
b. Adults ages 65 and older Apr 14-20, 2025	47	36	14	2	1	*
ASK IF FORM 2						
(X_FORM=2) [N=4,700]:						
c. Adults who have a 4-year college degree Apr 14-20, 2025	4	14	51	27	3	1
ASK IF FORM 2						
(X_FORM=2) [N=4,700]:						
d. Adults who do not have a 4-year college degree Apr 14-20, 2025	7	22	57	11	2	1

[PN: RANDOMIZE ORDER OF OSCAM_TYPESELF1 AND OSCAM_TYPESELF2]

OSCAM_TYPESELF1**ASK ALL:**

[PN: RANDOMIZE ITEMS]

Have any of the following ever happened to you?

	Yes, happened in the past 12 <u>months</u>	Yes, happened but more than <u>12 months ago</u>	No, has never <u>happened</u>	No <u>answer</u>
a. An email, text message or phone call ended up being a scam that led you to give away personal information Apr 14-20, 2025	8	15	76	*
b. Money you invested online turned out to be a fake investment opportunity, such as for stocks, bonds or real estate Apr 14-20, 2025	3	5	92	*

[PN: RANDOMIZE ORDER OF OSCAM_TYPESELF1 AND OSCAM_TYPESELF2]

OSCAM_TYPESELF2

ASK ALL:

[PN: RANDOMIZE ITEMS]

Have any of the following ever happened to you?

	Yes, happened in the past 12 <u>months</u>	Yes, happened but more than <u>12 months ago</u>	No, has never <u>happened</u>	No <u>answer</u>
a. A personal online account of yours was taken over or accessed without your permission, such as a social media, email, bank or payment app account Apr 14-20, 2025	8	21	70	*
b. Software called ransomware blocked you from using your computer until you paid money Apr 14-20, 2025	2	8	90	*
c. Online hackers stole your credit or debit card information and made fraudulent charges Apr 14-20, 2025	15	33	52	*

OSCAM_TYPESELF3

ASK ALL:

[PN: RANDOMIZE ITEMS]

Have you ever bought an item online that...

	Yes, happened in the past 12 <u>months</u>	Yes, happened but more than <u>12 months ago</u>	No, has never <u>happened</u>	No <u>answer</u>
a. Was counterfeit and was not refunded Apr 14-20, 2025	5	12	82	*
b. Never arrived and was not refunded Apr 14-20, 2025	10	21	69	*

[PN: RANDOMIZE ORDER OF OSCAM_TYPEOTHER1 AND OSCAM_TYPEOTHER2 IN SAME ORDER AS OSCAM_TYPESELF1/OSCAM_TYPESELF2]

OSCAM_TYPEOTHER1**ASK ALL:****[PN: RANDOMIZE ITEMS IN SAME ORDER AS OSCAM_TYPESELF1]**Have any of the following ever happened to a friend or family member?

	<u>Yes, has happened</u>	<u>No, has never happened</u>	<u>Not sure</u>	<u>No answer</u>
a. An email, text message or phone call ended up being a scam that led them to give away personal information Apr 14-20, 2025	38	27	35	*
b. Money they invested online turned out to be a fake investment opportunity, such as for stocks, bonds or real estate Apr 14-20, 2025	13	46	41	*

[PN: RANDOMIZE ORDER OF OSCAM_TYPEOTHER1 AND OSCAM_TYPEOTHER2 IN SAME ORDER AS OSCAM_TYPESELF1/OSCAM_TYPESELF2]**OSCAM_TYPEOTHER2****ASK ALL:****[PN: RANDOMIZE ITEMS IN SAME ORDER AS OSCAM_TYPESELF2]**Have any of the following ever happened to a friend or family member?

	<u>Yes, has happened</u>	<u>No, has never happened</u>	<u>Not sure</u>	<u>No answer</u>
a. A personal online account of theirs was taken over or accessed without their permission, such as a social media, email, bank or payment app account Apr 14-20, 2025	43	25	32	*
b. Software called ransomware blocked them from using their computer until they paid money Apr 14-20, 2025	13	45	42	*
c. Online hackers stole their credit or debit card information and made fraudulent charges Apr 14-20, 2025	52	20	28	*

OSCAM_TYPEOTHER3**ASK ALL:****[PN: RANDOMIZE ITEMS IN SAME ORDER AS OSCAM_TYPESELF3]**Has a friend or family member ever bought an item online that...

	<u>Yes, has happened</u>	<u>No, has never happened</u>	<u>Not sure</u>	<u>No answer</u>
a. Was counterfeit and was not refunded Apr 14-20, 2025	19	29	51	*
b. Never arrived and was not refunded Apr 14-20, 2025	29	24	46	*

OSCAM_MONEY1**ASK ALL:**

Have you ever lost money because of an online scam or attack?

Apr 14-20, 2025

21	Yes, I have
79	No, I have not
*	No answer

OSCAM_MONEY2**ASK IF LOST MONEY (OSCAM_MONEY1=1) [N=1,718]:**

How much did the money you lost because of an online scam or attack hurt your personal finances?

Apr 14-20, 2025

11	A great deal
19	A fair amount
27	Some
31	A little
11	Not at all
*	No answer

OSCAM_MONEY3**ASK IF LOST MONEY (OSCAM_MONEY1=1) [N=1,718]:**

Did you ever report to law enforcement that you lost money because of an online scam or attack?

Apr 14-20, 2025

26	Yes
74	No
*	No answer

OSCAM_PHISH**ASK ALL:****[PN: RANDOMIZE ITEMS; ROTATE RESPONSE OPTIONS 1-6/6-1 HOLDING 98 AND 99 LAST]**

How often do you get messages or calls that you think are scams trying to get your personal information by...

		Several times a <u>day</u>	About once a <u>day</u>	Several times a <u>week</u>	About once a <u>week</u>	About once a <u>month</u>	Less than once a <u>month</u>	No <u>answer</u>
a. Phone call	Apr 14-20, 2025	21	10	22	15	14	18	1

**ASK IF SENDS/RECEIVES
EMAILS (ONLTSK_c=1)****[N=9,150]:**

b. Email	Apr 14-20, 2025	21	9	22	15	15	18	1
----------	-----------------	----	---	----	----	----	----	---

**ASK IF SENDS/RECEIVES
TEXT MESSAGES
(ONLTSK_d=1) [N=9,143]:**

c. Text message	Apr 14-20, 2025	11	9	22	21	20	16	1
-----------------	-----------------	----	---	----	----	----	----	---

**ASK IF USES SOCIAL MEDIA
(SNSUSE=1) [N=7,541]:**

d. Social media	Apr 14-20, 2025	9	5	15	13	17	40	1
-----------------	-----------------	---	---	----	----	----	----	---

OSCAM_PHISHb-d BASED ON ALL ADULTS:

		Several times a <u>day</u>	About once a <u>day</u>	Several times a <u>week</u>	About once a <u>week</u>	About once a <u>month</u>	Less than once a <u>month</u>	No answer to <u>OSCAM_PHISH</u>	Did not receive <u>OSCAM_PHISH</u> ¹
b. Email	Apr 14-20, 2025	20	8	21	14	14	17	1	5
c. Text message	Apr 14-20, 2025	11	9	21	21	19	15	*	4
d. Social media	Apr 14-20, 2025	7	4	12	11	14	32	1	20

¹ Those who said that they don't use or get emails or gave no answer to ONLTSK_c did not receive OSCAM_PHISHb. Those who said that they don't use or get text messages or gave no answer to ONLTSK_d did not receive OSCAM_PHISHc. And those who said they don't use social media or gave no answer to SNSUSE did not receive OSCAM_PHISHd.

OSCAM_JOB**ASK ALL:**

[PN: RANDOMIZE ITEMS; ROTATE RESPONSE OPTIONS 1-4/4-1 HOLDING 98 AND 99 LAST]

How good or bad of a job do you think each of the following does in trying to reduce the amount of online scams and attacks in the United States?

	<u>Very good job</u>	<u>Somewhat good job</u>	<u>Somewhat bad job</u>	<u>Very bad job</u>	<u>No answer</u>
a. The federal government Apr 14-20, 2025	2	28	40	29	2
b. Technology companies Apr 14-20, 2025	3	39	34	22	2

OSCAM_AI**ASK ALL:**

[PN: ROTATE RESPONSE OPTIONS 1-2/2-1 HOLDING 3, 4 AND 99 LAST]

Do you think that the increased use of artificial intelligence (AI) will make online scams and attacks...

Apr 14-20, 2025

68	More common
4	Less common
8	Make no difference
20	Not sure
*	No answer