Norton Insights Report: Artificial Intimacy

Daters Turn to Algorithms for Love Amid a Loneliness Epidemic

Global Results

Survey Methodology
The study was conducted online within 14 countries (US, UK, AUS, BR, MX, CZ, FR, DE, JP, NZ, IT, HK, CL, CO) by Dynata on behalf of Gen from July 24th to 16th August, 2025 among 14,003 adults ages 18 and older. Data are weighted where necessary by age, gender, and region, to be nationally representative.

Executive Summary

Loneliness is reshaping how online daters seek connection online, with artificial intelligence increasingly filling emotional roles once reserved for human relationships. As AI-powered tools become more present in dating, therapy, and relationship advice, many individuals are forming deeper bonds with technology, often faster than they realize. While these tools can feel supportive and accessible, they are also creating new opportunities for emotional manipulation and fraud.

This report dives into the results of a global survey that asks people how they feel about online dating and loneliness in the age of AI.

The bottom line: there's a growing need for digital awareness and trust-building safeguards as the boundaries between connection, comfort, and risk continue to blur.

"AI itself isn't a scam, and our research shows that for many people it genuinely feels supportive or comforting. But when loneliness is high, trust can form very quickly online, and that's exactly when scammers tend to step in. As more people look for connection through apps, chatbots, and digital tools, it becomes even more important to pause, protect personal information, and remember that real trust should never come with pressure or secrecy."

Leyla Bilge
Global Head of Scam Research for Norton

Key Insights

Crushing on Code with LLMs

67% of current online daters around the world would consider dating an AI chatbot.

37% of current online dating app users believe you can develop romantic feelings for an AI chatbot.

A Global Look at Who's Open to Dating AI

- 64% (United Kingdom)
- 50% (Germany)
- 64% (France)
- 72% (Italy)
- 65% (Czech Republic)
- 65% (Japan)
- 82% (Hong Kong)
- 77% (United States)
- 66% (Mexico)
- 61% (Colombia)
- 63% (Brazil)
- 62% (Chile)
- 70% (Australia)
- 48% (New Zealand)

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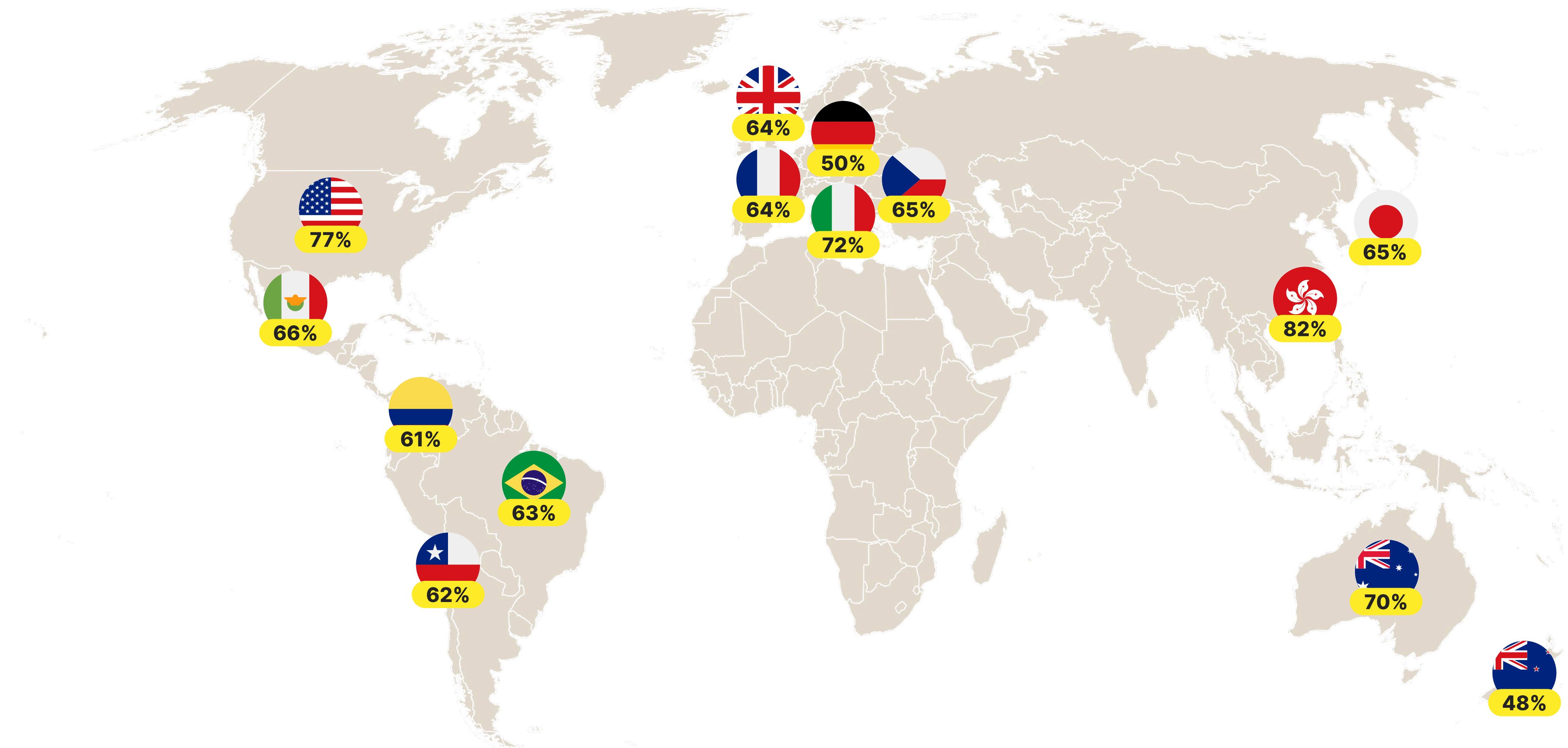
AI is Boosting Dating Lives

👍 Online daters are generally accepting of using AI to support their dating life. The most popular ways they would use AI are for writing pick up lines **(57%)**, enhancing their photos **(56%)**, and developing their dating app profile **(54%)**.

👎 However, there is some hypocrisy: **64%** of online daters said it would bother them if they found out their match used AI to modify their pictures or draft their prompts.

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Trusting Machines More Than Humans

61%

Say they would trust an AI coach more than a human friend or family member for relationship advice.

42%

Believe that an AI partner would be more emotionally supportive than a human partner.

52%

Have sought out advice from an AI chatbot or assistant.

Key Takeaways: AI is changing how online daters experience connection, especially at a time when many feel isolated or unsupported.

Lots of Loneliness

81%

of respondents say they experience loneliness, with the highest percentages among the youngest generations.

Gen Z
(1997-2012)
90%

Millennials
(1981-1996)
86%

Gen X
(1965-1980)
79%

Boomers
(1946-1964)
69%

Silent Generation
(before 1946)
60%

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Lots of Loneliness

31% Say that their feelings of loneliness have increased since Covid.

24% Admit that loneliness leads them to make more risky decisions when it comes to online dating.

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Feeling Alone: A Shared Global Experience

80%
70%
77%
79%
81%
90%
81%
88%
81%
86%
82%
85%
76%
79%

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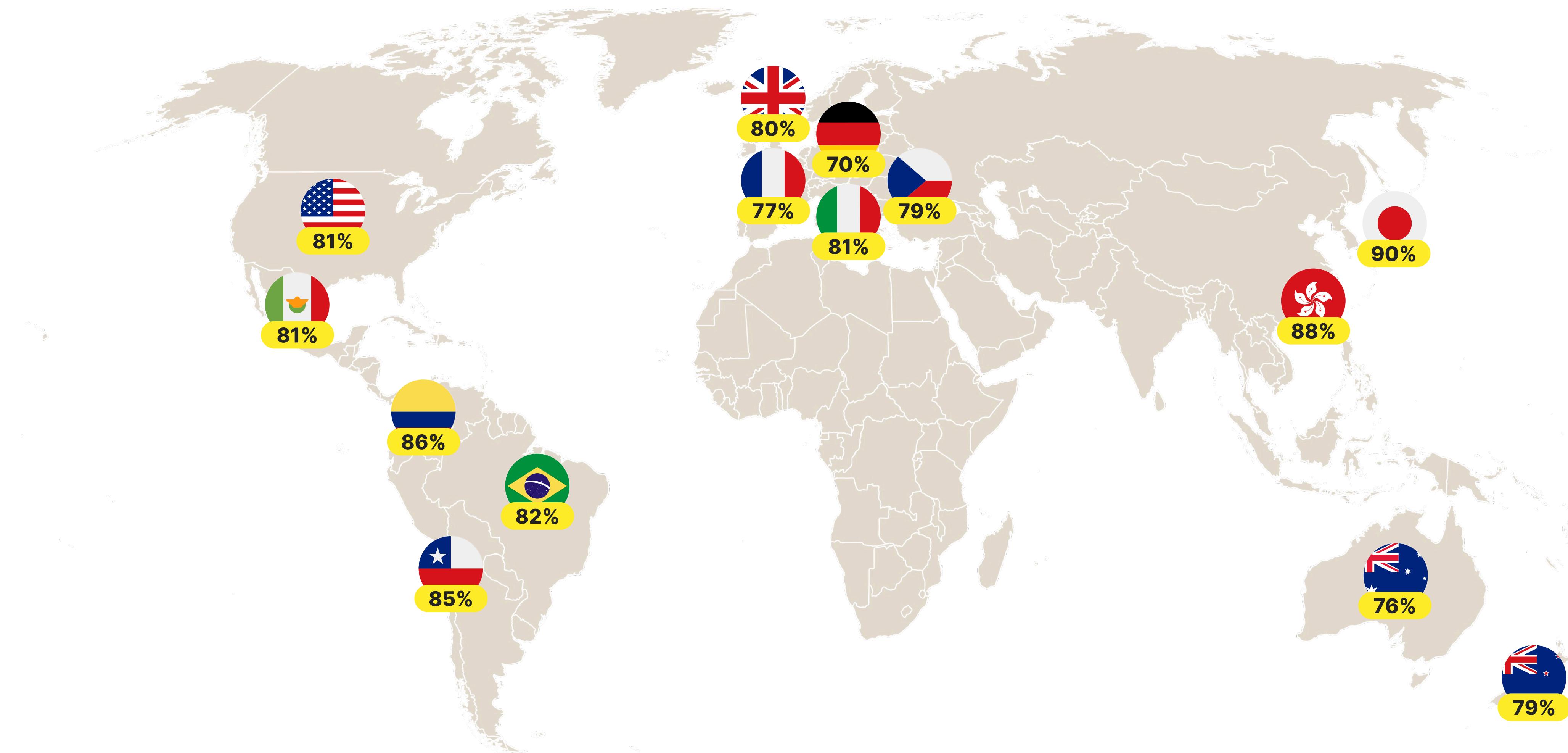
Dangers of Dating Scams

Romance Scams: When someone is tricked into believing they are in a relationship with someone they met online, but that person is a scammer with the intention of building trust with the victim to gain access to money.

34%
Of current online daters have been targeted by a scam; of this group, **64%** have fallen victim to one.

36%
Of current online daters have been pressured to send money to someone they met online.

Most common types of dating scams users fell victim to

36%
Photo scams

35%
Catfishing

33%
Fake dating site

30%
Malware scams
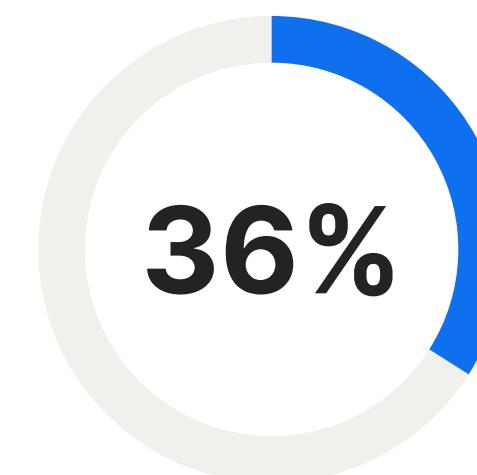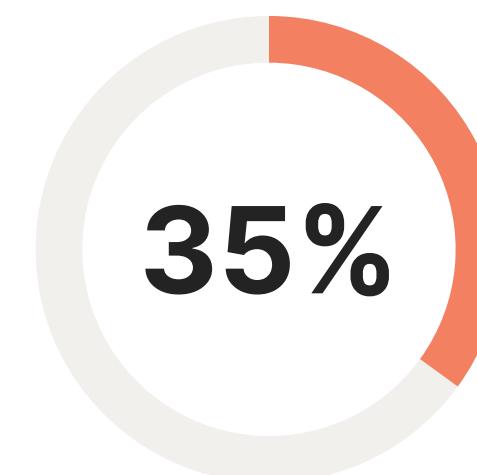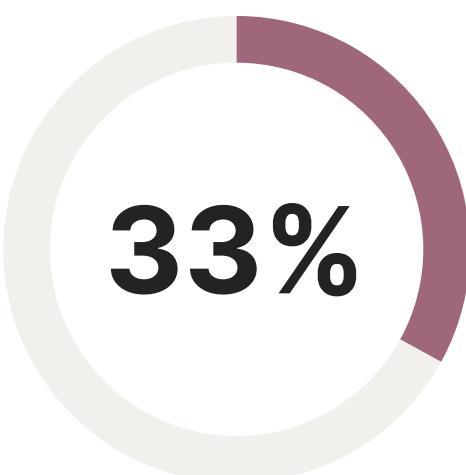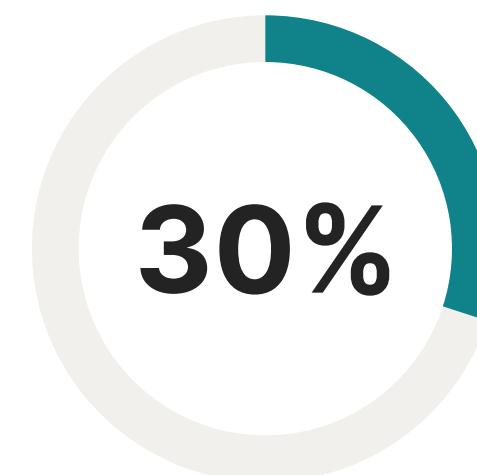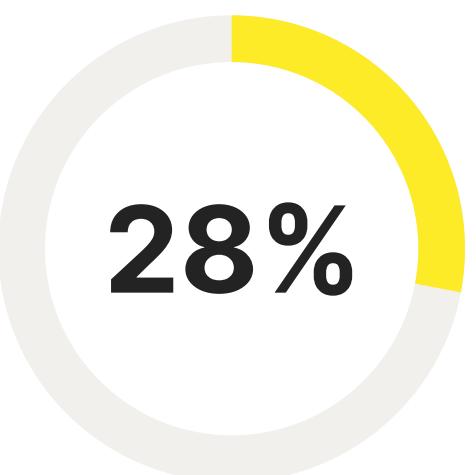
28%
Sugar Daddy/ Sugar Baby scams

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Warnings Signs of Romance Scams

They avoid video calls: Historically, scammers have tried to avoid live communication because they can't hide their true identity. Now, AI tools make it surprisingly easy to create convincing deepfake videos without advanced technical skills.

They don't have many followers or friends: Scammers tend to keep their social circle small to fly under the radar. Look at the profiles of people who interact with them, including their photos, comments, and activity.

They avoid meeting in person: Because of this, cybercriminals will target people outside their geographic region.

They use stolen pictures: These may be stock images, pictures of models, or photos from real accounts. Use a reverse image search tool to see if the photos appear elsewhere online.

They act over the top: Scammers may try to "love-bomb" victims to build trust. If you notice a person trying to rapidly escalate a relationship, take a step back and assess before you continue engaging with them.

They ask you for money: Never send money to anyone you're unable to confirm the identity of, no matter what story they tell you.

How to Make Your Dating Profile Safer

- Use two-factor authentication when using a dating app or website

- Make your profiles private and vet follower requests

- Don't include your full name in your profile

- Avoid giving away personal information in your profile, biography, or photos

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